ELECTRICAL MERCHANDISING

XYZ DISTRIBUTING
COMPANY
Air Conditioner
Contest



PRICE SEVENTY-FIVE CENTS



NEW APEX "BIG 3" CLEANER LINE. the answer to greater sales and profits!



all-new APEX STRATO-

THE WORLD'S MOST POWERFUL
...EFFICIENT...QUIET...COMPLETE
HOME CLEANING SYSTEM!

- 89% more suction power 1 ½ hp. motor.
- Glides effortlessly on swivel coasters.
- Glamorous two-tone finish, chromium-plated cover.
- No motor lifting to remove disposable dust bag.
- Flexible vinyl hose, complete tool kit for basement-to-attic cleaning.
- Convenient tool holders on cleaner keep attachments handy.



PLUS ... THE GREATEST SALESMAKER IN YEARS!





A SPECIAL STRATO-CLEANER OFFER
that will ring up more sales faster, easier..holds
maximum appeal for both men and women!

One simple demonstration will tell your customers that here is a cleaner value that cannot be matched! It's the new Apex Speed Scrubber and Polisher—a complete accessory set that gives the Strato-Cleaner maximum versatility and sales appeal. Scrubs floors, polishes floors, furniture and automobiles, sands, grinds and drills! Easy to attach, easy to us operates on air generated by the Strato-Cleaner. Six handy attachments: side handle, lambswool bonnet, brush, drill chuck, grinding wheel and sanding disc. Offer your customers this outstanding value and close more cleaner sales than ever before!

PLUS... THE ONLY COMPLETE STEP-UP CANISTER LINE!

a model priced to fit every household budget!





Smartly styled, typical Apex quality throughout. Swivel top for 'round-theroom cleaning; toe-tap switch; super suction for "deep-down" cleaning; handy tool holders; no dust-bag emptying. Complete set of cleaning tools. Coaster-set kit optional at extra cost. A feature-packed cleaner at a popular price!

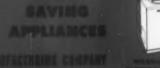


NEW APEX
DYNO-CLEANER

America's leading budget-priced cleaner! A full-size, complete swivel-top cleaner loaded with features. Beautiful two-tone styling; disposable paper dust bags; toe-tap switch; special Apex cleaning tools. Large, easy-to-use carrying handle. A perfect "sell-up" model . . . a proved traffic-builder!

HOW READY TO WELP YOU SELL ... ATTRACTIVE NEW PEX STORE MERCHANDISES

APEX SAVING



















THE APER ELECTRICAL WAVEFACTBRING COMPANY

COUNTY AND AND COLUMN DAYS WATER-PROPER STANDARDS THE MUNICIPAL DISTRIBUTES

BONLANDAY BONLANDAY

ELECTRICAL MERCHANDISING

A McGRAW-HILL PUBLICATION

Contents • February, 1955

Trends	9
Mort Farr Says Electrical Merchandising's New Feature	11
The National Appliance—Radio—TV Picture	13
Economic Currents By the McGraw-Hill Department of Economics	43
Air Conditioning in 1954	81

Air Conditioning in 1954By Ted Weber, Jr.	. 81
For Room Coolers—A Fast Start in February	
Dealers Sold More Air Conditioners in 1954	
Comfortably Yours George Pazik	
Fans in '54—A Record Despite the Weather By Anna A. Noone	
They Give Fans the Major Appliance Treatment	
They Sell Half Their Fans in the Winter	
I Tried to Buy an Air Conditioner	
That's How Free Trials Sell Room Coolers	
What You Should Know about Newspaper Advertising Contracts	
225 Dealers Marry a TV Station	
Better Utility Help for Dealers	
Leveling Out TV ProductionBy William F. E. Lon	
Dehumidifier Market Study	-
Pattern For Survival in TV	
15,000 Aces in the Hole.	

Electrical Appliance News—New Products	153
News—Trade Report	207
Scheduled Meetings	209

EDITORIAL: We've Got to Sell Kitchens.... Facing Inside Back Cover

NEXT MONTH: Selling Kitchens—Another of Electrical Merchandising's Special Reports to the Trade

Vol. 87, No. 2



ELECTRICAL MERCHANDISING



February, 1955

Published monthly by McGraw-Hill Publishing Company, Inc., James H. McGraw (1860-1948), Founder. Publication office 99-129 North Broadway, Albany J. N. Executive, Editoriel and Advertising Offices, McGraw-Hill Building, 330 W. 424nd St., New York 36, N. Y. Donald C. McGraw, President; Willard Chavalier, Executive Vice-President; Joseph A. Gerardi, Vice-President and Treasurer; John J. Cooke, Secretary; Paul Montagomery, Executive Vice-President, Publications Director; Nelson Bond, Vice-President and Editorial Director; Nelson Bond, Vice-President and Director of Advertising; J. E. Blackburn, Jr., Vice-President and Director of Circums.

Subscriptions: Address correspondence to Electrica Merchandising—Subscription Service, 99-129 Nort Broadway, Albany 1, N. Y. or 330 W. 42nd St., Net York 36. N. Y. Allow one month for change of address Subscriptions are solicited only from persons engaged in the manufacture or sale of hossehold electrical appliances, television and radio. Poelties and company connection must be indicated on subscription orders.

Single copies 75 cents. Subscription price in the United States and possessions: \$2.00 for one year, \$3.00 for two years, \$4.00 for three years, Canade: \$4.00 for one year, \$6.00 for two years, \$8.00 for three years, \$10.00 for one year, \$10.00 for two years, \$10.00 for two years, \$10.00 for two years, \$10.00 for three years. Entered as sevand-class matter August 22, 1936, at the Post Office at Albeaty, M. Y., under Act of March 3, 1879. Printed in U.S.A. Cable address "McGraw-Hill" New York, Member A.B.C. Copyright 1935 by McGraw-Hill Publishing Co., Inc., 330 West 42nd \$1., New York 36, N. Y. All rights reserved.



The Cover:

Drawing by SID LANDI

H. W. MATEER, Publisher

NEW YORK

CHICAGO

CLEVELAND

ATLANTA

NEW YORK

BOSTON

CHICAGO

CLEVELAND

PHILADELPHIA

SAN FRANCISCO

LOS ANGELES

DALLAS

WASHINGTON

SAN FRANCISCO

EDITORIAL STAFF

LAURENCE WRAY, Editor
Robert W. Armstrong, Managing Editor
Anna A. Noone, New Products Editor
Marguerite Cook, Director of Research
Diane Dumble, Evelyn Preston, Assistants
Ted Weber, News Editor
Randall Harrison, Assistant News Editor
John Decker, Production Editor
Harry Phillips, Art Director
W. W. MacDonald, Consulting Editor, TV-R

Harry Phillips, Art Director

W. W. MacDonald, Consulting Editor, TV-Radio
Dexter Keezer, Director, Department of Economics
John Wilhelm, Director, World News
Tom F. Blackburn, Chicago Editor

Jack Lane, Assistant Editor

Martha Alexander, Assistant

N. Bleecker Green, Great Lakes Editor

Howard J. Emerson, Pacific Coast Editor

Clotilde G. Taylor, San Francisco Editor

Amasa B. Windham, Southern Editor

George B. Bryant, Jr., Washington Bureau

BUSINESS DEPARTMENT

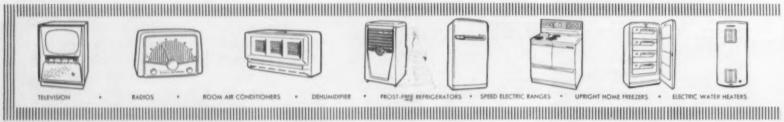
HARRY C. HAHN, Sales Manager
Jim Hogan, Business Manager
Henry J. Carey, Promotion Manager
Harry R. Denmead, District Manager
William S. Hodgkinson, District Manager
R. A. Werth, Western Manager
E. Brennan, District Manager
Robert Bovik, Assistant District Manager

Marjorie Fisher, Market and Research Assistant
J. L. Phillips, District Manager

F. P. Coyle, District Manager Carl Dysinger, District Manager T. H. Carmody, District Manager James H. Cash, District Manager

William D. Lanier, District Manager





smooths out sales dips!

Keeps appliance sales and profits at a high level all year long!

For many retailers this appliance business is like riding a roller coaster—sales up one month, down the next. As any hard-boiled profit-and-loss statement will tell you, this is not a profitable way to operate a business.

However, many alert retailers have found a way to keep profits at a continuing high level and minimize or eliminate the big seasonal dips on the sales charts. It is a formula that is working for thousands of progressive retailers: it's the Westinghouse Full Line Plan.

Full line selling strategy is based on a dealer's own realistic sales expectations. It produces a profitable volume of business every month of every year...not with phony promotions that strain to get sales in off-seasons when no one is buying...but, rather, with a line of products individually designed to fit each seasonal buying and selling pattern.

In operation, it means that as soon as one product hits its seasonal peak and volume tapers off, there's another product to fill the breach with its own seasonal appeal to keep volume high and profits fat. With more than 30 different and eagerly wanted appliances to trade on, the Westinghouse Franchised Dealer always has something that's "hot". He's never without a product to fit a selling season . . . he's never without something better to sell . . . and he has the full benefit of high impact advertising and promotion that reaches just about everybody in America at a time when they're ready to buy . . . advertising like Studio One, Best of Broadway, national magazines, key city newspapers.

This important selling philosophy—a full line for full-time selling—is one more reason why Westinghouse is the most valuable franchise in the industry.

If you are interested in joining the ranks of successful Westinghouse Retailers, we suggest you write today, in confidence, to Dept. M-4, Westinghouse Electric Corporation, Mansfield, Ohio, requesting a presentation of "The Westinghouse Story".



WESTINGHOUSE ELECTRIC CORPORATION . ELECTRIC APPLIANCE DIVISION . MANSFIELD, OHIO

YOU CAN BE SURE ... IF IT'S Westinghouse



IIII















NEW push-button

window fans by

here they are!

Fresh'nd-Aire's strikingly new propeller . . . low noise level

Model F20

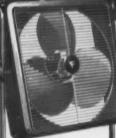
Manually \$59.95

Model ER20

Flectrically \$79.95



Alsh'nd all world's tinest air treatment appliances



NEW PORTABLE 20'

push-button controls . 3 speeds. Modern 1" tubular steel chrome pedestal. Circulator tilts to any desired position —adjusts from 17" to 48" rubber wheels. MODEL FROMS \$79.95



NEW 20" FLOOR MODEL

4 push-button controls ...3 speeds. Handsome I" tubular steel chrome stand. Circulator tilts to any desired position — may be used on floor, table, wall or window

MODEL F20FM \$64.95



HASSOCK-TYPE FLOOR MODEL

Modern, efficient, hassock-type floor circulator. 3 speeds-high, low, and slumber speed for super-quiet night cooling. Complements any room setting.

MODEL F12 549.95



LOW STAND 17"

The most efficient 17" all-purpose air circula-tor made. Swivel-head mounting easily adjusts to blow straight out up-down-or at any angle. 3 speeds.

MODEL C77 549.95



CORPORATION 221 N. LaSalle St. Chicago 1, Ill. Toronto 10, Canada

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE SHO	
SALES, appliances, radio-TV (\$millions)	296	308	432	DOWN	H
DEBT consumers owe on appliradio-TV (\$millions)	283	282	284	BIGGER	1
FAILURES of applradio-TV dealers	26	32	39	FEWER	×
RETAIL SALES total (\$billions)	14.4	14.1	14.1	UP	H
DEPT. STORE sales index (1947-'49 = 100)	116	114	113	UP	A
PERSONAL INCOME annual rate (\$billions)	287.6	286.3	287.2	UP	3
LIVING COST index (1947-'49 = 100)	114.6	114.5	115.0	UP	3
SAVINGS of consumers, annual rate (\$billions)	18.9	18.4	21.5	UP	7
HOUSING starts (thousands)	103.0	106.0	81.5	DOWN	×
AUTO output (thousands)	642.0	508.5	369.0	UP	3
UNEMPLOYMENT (thousands)	2,838	2,893	2,313	BETTER	×

RENDS

(Sources, in order: Dept. of Commerce, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

You would do well to keep your eye on the automobile dealer down the street during the next few months.

You won't be the only one in the appliance industry doing that very thing. At every level—manufacturing, distributing and at retail—people will be trying to gauge just how good business really is for the auto-makers.

The reason is simple. Both the auto-maker and the appliance maker are after the same consumer dollar—the dollar which is spent on durable goods. The proportion of consumer income spent on durables is not rigid and has, as a matter of fact, been rising quite steadily since the end of World War II. But this increase isn't a sharp one from year to year and within fairly close limits you can predict how much of the consumer dollar will be spent on durables. That's why an intense sales push by one element in the consumer durables field (like the automotive) could conceivably have an effect on the sales performance of other industries in the field.

So far in the post-war period appliances have escaped this "squeeze play." In a recent issue of its "Business Record," the National Industrial Conference Board took a "long look" at the postwar boom in consumer durables. Among their conclusions: sales of furniture and major household appliances are "now consistent with the volume expected from prewar experience." In other words, the appliance industry hasn't lost any of the business it might reasonably have expected to get. It should be noted in passing, however, that auto sales in the sale period are "somewhat above" expectations.

But while appliances haven't suffered yet from a shift in the way in which the consumer spends his money for durables, several leading appliance manufacturers have recently mentioned just such a possibility. They see in it a long term as well as an immediate threat to the industry.

What can the industry do to forestall such a development? Appliance-makers today are taking an obvious step in redesigning many familiar products, making them available in color or in new forms (such as built-ins). The result: the auto-makers aren't going to be the only ones tempting the consumer's appetite and competing for his dollar with glamorized merchandise.

This inevitably leads to talk of "planned obsolesence" but the phrase can easily be misused because, strictly speaking, it isn't accurate. It's true that one of today's deluxe refrigerators may be more convenient to use and more glamorous than its predecessors—but that doesn't mean the predecessor is "obsolete." It does mean that the housewife who owns that old unit may be tempted to exchange it for the more glamorous model.

That's the same philosophy auto-makers are relying on to produce better sales in 1955. Can the appliance industry compete with the automotive on these terms? Only time will tell but it's the opinion of many marketing experts that never before in the history of the industry have two such promising innovations as built-ins and color made their bow at the same time.

That's the opinion of the experts. The big question is whether the individual dealer has yet realized what's happening. There's been a genuine product revolution almost overnight. For years there was agreement that color would come as an "evolution" rather than a "revolution" but what's happened in the past three months is the most abrupt evolution you can imagine.

(Continued on page 6)



PRIP Coffee Urn

Here's a big new urn that will do all the things a battery of expensive urns will do — makes the world's best cup of coffee — yet it costs only dollars more than some 6 to 8 cup coffee makers. West Bend urn heats its own water to make 24, 36 or 48 cups of delicious coffee wherever there's an AC outlet. Handy dial operates thermostatic heat control (off-boil-serve) to maintain desired temperature of water or coffee. Reversible cover serves as tray for dripper section. Plastic base is cut-out below control panel permitting both cup and saucer to fit easily under Tomlinson no-drip faucet. Full-view glass gauge indicates amount of coffee in urn.

Stamped cup graduations. Heavy duty appliance cord.

WEST BEND ALUMINUM CO.
DEPT. 182, WEST BEND, WISCONSIN

TRENDS (continued)

This revolution in product almost certainly sets the stage for tomorrow's selling. The speed with which retailers grasp what has happened and find how they can integrate these developments into their operation may well be the key to how big a role they'll play in tomorrow's appliance industry.

You ought to know that attitudes toward heating homes electrically is changing. You may be in no position to go after this market but chances are you may be asked about it by consumers who are curious.

The best answer, of course, is to recommend that the consumer check with the local utility to find out its attitude toward electric heating. But there's general information that you can give and not be very far wrong. The January issue of "House & Home" provides some of the answers to frequently asked questions about electric heating.

The magazine says, for example, that the trend to electrically heated houses can be expected to increase and notes that the attitude of many electric companies has "switched from disinterest, even antagonism, to the active promotion of electricity as a heating source." Degree days in a given area, power rates and insulation built into the house will determine the cost. A power rate of 2-2.5 cents per kwhr. seems to be the "breaking point." Above the electricity would be too high. Below it electricity might be competitive. Below 1.5 cents "electricity can compete almost anywhere." Four different types of systems are available: 1) electric cable buried in the ceiling; 2) ceiling panels of conductive rubber; 3) radiant glass panels; and 4) baseboard or wall convectors.

The article cautions that adequate insulation is a "must" since "electric heat is pure energy and heat losses are expensive." In cold regions that would mean "4 to 6 inches in the ceiling; 35% inches in exterior walls; 2 inch edge insulation for slabs or insulation between the floor joists of a crawl-space or basement house; double-glazing of storm windows; weatherstripping at all openings."

End



The one big difference in steam or dry irons...

A Stainless Steel Soleplate



Getting in on **PIXIE** profits?

This handy, handsome little Hoover has both novelty and utility appeal-with its shoulder strap, its Veriflex hose, its wand and cleaning tools. It's complete, and completely practical, for all kinds of cleaning-sells happily and heavily for all sizes of homes. Get in touch with your Hoover distributor now. The Hoover Company, North Canton, Ohio.

GOES ANYWHERE DIRT GOES!

ELECTRICAL MERCHANDISING-FEBRUARY, 1955

If you're out for MORE business... See your Hotpoint

For You...

he's got a powerful Dealer-Tested - Sales-Tested Dishwasher Promotion Plan...

- IGNED TO SELL YOUR MARKET!

Right now, as a Hotpoint Dealer, you have a golden opportunity to cash in on the

most profitable low-saturated market in the appliance business today!



RANGES . REFRIGERATORS . DISHWASHERS . DISPOSALLS . WATER HEATERS

18 · DISHWASHERS · DISPOSALLS® · WATER HEATERS
- FOOD FREEZERS · AUTOMATIC WASHERS · CLOTHES DRYERS · AIR CONDITIONERS

TOOD FREEZERS · AUTOMATIC WASHERS · CLOTHES DRYERS · AIR CONDITIONERS

for profit-producing NEW business distributor right NOW!



The market is wide open—96 out of 100 wired homes are yet to be equipped with automatic dishwashers,

AND, FACTS SHOW, 32% OF AMERICA'S HOMEMAKERS WANT AN AUTOMATIC DISHWASHER TODAY!

That's why Hotpoint Dealers who are already in the dishwasher business will be quick to tell you "...it's a no trade-in, full list price business...a sound new profit-builder—you really should be in it!"

YES, YOU SHOULD BE IN IT!

And right now your Hotpoint Distributor is ready to put you in it for all it's worth . . .

WITH THE PROVEN SUPERIORITY OF HOTPOINT AUTOMATIC DISHWASHERS

- * FIRST in brand preference
- * FIRST in performance
- ★ Hotpoint gets dishes cleaner than any other domestic dishwasher because Hotpoint is the only dishwasher that washes everything twice with fresh detergent in each wash.

WITH STRONG NATIONAL ADVERTISING SUPPORT

- ★ In Leading Consumer Magazines With Hard-Hitting Ads!
- ★ On Television With The Top-Rated "Adventures of Ozzie & Harriet"

PLUS The Gigantic Hotpoint Golden Anniversary Celebration—Coming up Soon—The Most Spectacular Sales-building Event Ever To Hit The Appliance Business!

With a proved profit-producing dishwasher promotion planned especially for you!

There never was a better, more wide-open market—there never was a better product to capture it with—there never was a better time! So put in a call to your Hotpoint Distributor right now. Ask him what's so special about the Hotpoint Dishwasher Promotion he has planned especially for you. You'll be mighty glad you did.

Our Golden anniversary-Your Golden Opportunity

HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

If you're a CBS Television Dealer you'll soon discover...

It's grand to be supported by "Father"!

Clarence Day's "Life with Father"—now sponsored on TV by CBS-Columbia—is probably the champion audience charmer of our day. As a play, it enjoyed the longest run in the history of Broadway. As a movie, it was a ring-tailed smasheroo. Now, as a television program, it displays, undimmed, its power to melt audiences to a warm and happy pulp.

Father (surrounded, naturally, by Mother and the Boys) is sponsored by CBS Television and Radio Receivers each and every week on the CBS TV Network. You couldn't have a more ingratiating sextet of salesmen on your team. Tune in and feel good.

Feel good, too, about the heart-warming support you're getting from Amos 'n' Andy Sunday evenings over the entire CBS Radio Network—another top-talent show sponsored by CBS-Columbia to make CBS the "sellingest" name in sets.



CBS - Columbia - A Division of the Columbia Broadcasting System

Mort Farr Says . . .

We Don't Have to Go Discount



R IGHT now many of us face the problem of finding a way to rebuild our volume and restore our profits. And it seems that we have two choices: We can go discount and buy the customer's order with our profits or by organizing a sales force we can recognize the fact that the appliance business is not a store-keeping business but a specialty selling business.

WE'VE BEEN HERE BEFORE. Right after the end of World War II, dealers, distributors, and manufacturers meeting together were in general agreement that never again would they permit the back-door selling, dealer overcrowding and profitless contractor sales that made for the discount chaos that characterized the 1939-1941 period. But today's conditions are reminiscent of those pre-Pearl Harbor years. The cure for these ills will now take a major operation.

The question is: "Are we to continue the distribution system under which the industry grew and prospered?" Or perhaps it should be: "Do we all want that system to continue and, if not, which sector of the industry wants a change?"

SOME WANT A CHANGE. Some in our industry feel that with the gain in magazine advertising and the effectiveness of mass demonstration on TV that a big enough demand can be created to drive people into whichever retail (or wholesale) outlets offer the lowest price. Many dealers are beginning to believe that the way of the discounter must be the right way as he sees them glorified in the press and hears of their growth and their profits.

What happens if we all meet their prices and the smaller stores do not get the same deals offered to the volume discount operators? The discount houses will lose their advantage, the small dealer will make no profit and all salesmanship will be forgotten in a super market approach to merchandising.

The trouble with this approach is that the salesmanship in this type of outlet won't be nearly as effective as the clever displays and packaging found in a super market and unless the customer visits more than one store he

won't learn much about the advantages or operation of the appliance he wants.

WE'RE ALREADY BEHIND. While the productive capacity of the appliance industry has soared in the past few years our selling techniques have not kept pace. It is my opinion that sales methods and sales training are now at least ten years behind the productive genius of our industry. Things may get even worse before they get better, but we will not be able to move the quantities of goods we can produce unless we build a sales force capable of carrying the story to consumers in the same way that salesmen of the early 30's convinced housewives that mechanical refrigeration was better than ice, vacuum cleaners better than brooms, washers better than washboards.

WE HAVE A HEAD START. Actually, the caliber of salesman today is higher than in the 30's. That is as it should be, because earnings have been good and there have been no recessions in the industry to drive them into other fields. Now with many more prospects and with over 60 appliances to sell, as compared with less than 20 in the 30's, we should be able to attract and keep many more high quality salesmen.

If there is any complaint among dealers, about the caliber of selling on their floors or the type of men who represent them, it is their responsibility, because they hire the men and it is their job to train them.

WE CAN'T GET BETTER SALES TALENT.

We already have it. We can get better management and better management can improve existing sales talent. The talents of good salesmen are being wasted for lack of proper supervision. Most men need motivation. We must learn how to motivate them so they will do what we want them to do. Many dealers with several salesmen need a sales manager to make plans for the men and see that they are carried out. Most dealers with three or four men are too busy to perform these duties themselves and this kind of close supervision is just as important in selling as it is in a factory.

WE NEED SALESMEN. Qualified appliance salesmen are the most needed commodity in the U.S. today. The economic climate in which they will operate is most favorable. The profession has never had such opportunities; the possibilities are unlimited. But the sales depend on the customer's whims and desires and the customer is free as never before to postpone, reduce, anticipate, or switch from one nonnecessity to another. It is up to us to get our share of his purchases and we must have good salesmen to do it.

WHAT HAPPENS IN A SALES STRIKE? In the past we've worried about a buyer's strike. How much more devastating a seller's strike would be to the American economy! Our standard of living would collapse. Without salesmen the so-called demand would vanish.

But our salesmen have never been order takers. Traditionally, they make customers dissatisfied with their present way of living. It still takes salesmen to stimulate the desire for new appliances. Most every appliance store in America could use more salesmen—even if only to contact their old customers.

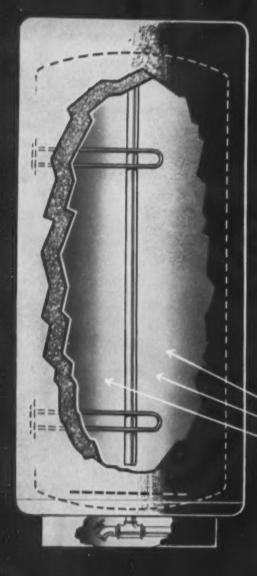
ADD ONE SALESMAN. We should all add at least one more salesman this year and, doing it, remember that the character of our businesses depends on the caliber of the salesmanship we offer the customer. The ingredients of good selling—not just enthusiasm or planning or imagination or organizing ability—add up to business leadership.

To keep pace with our productive capacity we need business leadership. End

Mort Farr Will Say . . .

On his page in the early future Mort Farr will discuss his findings in a survey he made of several hundred of the nation's best salesmen—what they think of their bosses, the business, the future. In another issue he'll talk about the importance of customer follow-up and the sales potential that lies in a dealer's own files.

the Inside story



OF FACTER SALEGI

White Glass

White-Glass lining is only one of the 15 sales-clinching features. White gives you—features your prospects can easily grasp. They understand—then want—then buy because they know White gives them exactly what they need. For the complete Proved Profit Story, pointing out your "road to riches", write TODAY!

water-hotters-

Automatic Water Heaters - Electric or Gas

WHITE PRODUCTS CORPORATION - Water Heating Specialists Since 1930
MIDDLEVILLE, MICHIGAN - DIVISION OF EDWARD LAMB INDUSTRIES

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors — February, 1955

The East



By ROBERT W. ARMSTRONG

Dealers on air conditioners: "We'll wait" . . . White goods lead Xmas sales despite refrigerator slowdown . . . TV falls

THIS being an air conditioning issue, we asked eastern dealers and distributors how they felt about 1955 prospects for the appliance. And the answers seem to indicate that they'll wait and see, keep one eye on inventories, the other on the weather.

In New York, for example, one merchant was struck by the great contrast between dealer attitudes at 1955 line showings and those held last year. Then there was an air of optimism, a lot of advance ordering. Today, he says, dealers are just looking, making few commitments.

In Washington, D. C., normally a hot room cooler market, few dealers or distributors would go out on any limbs. Distributors, particularly, are of different frames of mind as to what '55 will bring, as illustrated by these comments: "Going will be rough . ."; "Sales have to be better than last year . . ."; "Everyone is promoting . ."; "It takes an act of God to sell air conditioning; if weather is right we won't be able to keep enough inventory, if it isn't then we'll be unloading them just like we did this year . ."

Climatic Gamble. In the Boston area air conditioning is even more of a gamble, and most smaller retailers, especially, will play cautiously and for small stakes. However, some of the bigger outfits are moving in early. One started pushing a unit in January, offering a one-half horse brand for \$125 to dentists and doctors in the belief that "the news of attractive prices

will spread fast and interest householders before spring gets under way." Another big firm is playing big league ball with little risk-taking fans and air conditioners on consignment.

But what most dealers in the East would do was pretty well summed up by the distributor who said, "We were hit hard last summer because of the weather. We'll promote all we can this year, but play it a little bit cautiously in stocking. There's no choice, because the dealers won't do any buying until they find a demand.

White Christmas. With variations from market to market, Christmas sales gave most eastern dealers something to crow about. Washington dealers shouted as loudly as any, gushing over a new record in which TV, hi-fi, washers and dryers took the lead, with vacuum cleaners, dishwashers, broilers and ironers holding their own. Biggest surprise to many there was hi-fi, which not only spurted, but also pulled record sales up along with it.

However, in other parts of the East sales weren't so evenly booming. Along with Washington, the Boston area was one of the few to report good television business. In the Buffalo territory, for example, dealers said TV "lacked zip" or "was slow" or "lagged a bit." Philadelphia retailers were even blunter. One said, "TV fell flat on its face." Another added to a similar remark with the prediction that "50 percent of TV sales for next year will be under \$200" and explained it with a belief that consumers are buying practically and economically, spending their money with discrimination, consequently will give luxury items and big-cabinet TV small attention.

Even in metropolitan New York, where TV is always in the public eye and mind, television sales didn't always measure up to dealer expectations. Usually, said one, TV can be depended upon to do better in December, but this time it fell off five percent from November, was the same percentage behind December of 1953. Hardly any merchants claimed that it bettered the 1953 month, although some did see increases over November.

Refrigerators No Gift. While most dealers found automatic washer and dryer sales doing well, others pointed with pride to vacuum cleaners and nearly all were satisfied with small appliance volume, few had a good word to say for refrigerators.

New York dealers reported them off anywhere from five to 10 percent from both November, '54, and December, '53. And up in the Boston area one merchant who was happy about everything else said that "only refrigerators suffered." In Philadelphia a retailer who sold "more vacuum cleaners in December than ever before" and found washers and dryers very good items said that "refrigeration in December was a dead duck." As for a pickup in refrigerators, he doesn't expect one until '56 when postwar boxes will be 10 years old and a replacement market will develop.

Bright Exceptions. As we said earlier, there were variations in December business from market to market—and from dealer to dealer. For example, not all stores had slow TV and refrigerator sales. For one, there was the Lynn, Mass., dealer who said refrigerator sales improved over November. For another, there was the Philadelphian who called TV one of his biggest Christmas items and explained it by saving that cautious consumers are

turning to firms which offer good service. "Actually," he declared, "a lot of the discount houses have been sending us business without knowing it or meaning to."

Bright Outlook. "We're looking for the first six months of 1955 to continue the late 1954 pace. It's possible we may have another record year in 1955..." Thus does an eastern distributor predict the future—an opinion with which many others agree. In Buffalo a dealer says, "We feel 1955 can be a good appliance year and we are going out after the business." In Washington the general feeling is, "Extremely satisfied with the Christmas season; inventory in good shape; believe this sets a buying trend for 1955." And in Philadelphia a startled dealer looked happily ahead with the single declaration, "I actually sold one color TV for Christmas!"

The Midwest



By TOM F. BLACKBURN

Service as a come-back device . . . Range heating element replacement business . . . Department store discount tactics . . . Weather still bigger than ads.

HENRY FORD, interviewed years ago by this reporter, said that his greatest contribution to the automobile industry—up to then—was his forcing of automobile dealers to have garages for repairs.

Some idea of how profitable the repair business can be is the revelation of the come-back of a dealer who has endured an agonizing struggle with bankruptcy. F. B. Koepnick of Houston, Texas, has just proudly sent in a CPA's report on his business for

an eight month period. Repair parts and service were all he had to come back on yet he reports a net profit of \$8,947.38. He spent 6.02 percent for advertising, 1.42 percent for telephone, 12.31 percent for inside shop salaries, 4.50 percent for office salaries. In his come-back effort he bought a Coca Cola machine and it camed him \$56.83. Now, he writes, he is ready to take on some merchandise.

Range Heating Elements. The long awaited activity in promoting the replacement of heating elements on ranges is at last starting, with the Detroit Edison Company spearheading the drive. Plans to modernize customer's ranges with new switches or elements at a flat price of \$15 is said to be in contemplation by the Detroit Utility. There are between 20,000 and 30,000 old style open element ranges on the Detroit lines, and there are cases of some having been replaced as many as 17 times.

As everybody knows, heating elements on ranges eventually burn out, and since 1946 there have been several abortive attempts to start a campaign to look after these "dead" sockets, but most of them have been nipped by the fact that the element industry was producing all it could for new ranges, and didn't want to have an extra campaign stimulating replacements.

Department Store Tactics. News a couple of months ago was that some St. Louis department stores were meet-(Continued on page 14) ing the discount price of the competition in that city,

Approach to the problem in Chicago is being affected in two ways. Carson Pirie Scott & Co., Loop department store, without any publicity, is price tagging its major appliances with the suggested retail price and the low price quoted by the store, which is equal to that of discount firms which they have shopped.

Across the street, The Fair department store has discontinued list prices on major appliance items and replaced them with a coded tag which gives the salesman a chance to put on a pitch. Carson's operates a warehouse store on Chicago's southwest side, which quotes 20 to 25 off, and is said to have given store executives genuine experience on what cut prices will do to appliance sales. The big activities registered there are said to influence the latest move. No change, of course, has been made on appliances that are fair traded.

Two Approaches To Hi-Fi. The high fidelity business is divided into two schools. Indeed, most people who come into contact with it for the first time ask, "What is it?" One school of thought thinks you must buy your components and put them together to achieve perfection. The second school believes that any Iri-fi is so much better than the old record player, that modifications in favor of one-piece, plug-in jobs—even if the music doesn't hit the heights of realism—are okay. In Chicago the High Fidelity Institute, 1 North La-Salle St., headed by Jerome J. Kahn, is undertaking the job of educating the public and letting it decide what it ultimately wants.

Discount Payoff: Excitement. One of the things that backfires on a fair traded article is that if everybody respects the price, and does not push it, the item dies on its feet. One Chicago distributor of a fair traded line remarked recently that he was surprised at how activity alone seemed to attract a lot of attention. Even on a \$400 appliance where the dealer made only a \$7 margin, there was the excitement of getting this business away from a big discounter.

Weather Still Bigger Than Ads. Ray Warren, of Public Service Co. of Northern Illinois, who will go down in history as the lad who charted the seasons' influence on appliance sales, would not be surprised at what happened in Dallas Power & Light Co. territory in November. Room coolers dropped from a high of 5,933 in June to 308 in November, television soared from a low of 1,785 in June to 3,663, refrigerators dropped from 1,822 in June to 855 for November. On the other hand automatic washers rocked along at 1,298, dishwashers at 472, and ranges at 355, all proceeding on the even keel that past performance charts indicated.

On the other hand, if the seasons

are agreeable, items will respond tremendously to a sales push, as Minnesota Power & Light Co. records for Duluth and environs indicate. There vacuum cleaner sales jumped from 84 in 1953 to 555 for eleven months in 1954.

The South



By AMASA B. WINDHAM

Post-holiday sales go along at fast clip . . . Small towns account for big volume . . . 1955 prospects unbelievably good

As this is written, post-holiday business is going along, at a surprisingly good clip in most of the major cities of the South. That may or may not be an indication, but most dealers look for continued heavy buying during the first quarter of 1955, at least. On New Year's Day, a wholesaler

On New Year's Day, a wholesaler in Birmingham reported that his stock of electrical housewares was completely exhausted during Christmas and that a mighty dent had been put in his stock of white goods.

"If the new models came out tomorrow, my dealers and I would be in swell shape," he declared. "For

the past month, I've been eagerly looking forward to every new shipment that comes out of the factory. We sold everything in December; even trade-ins went like hot cakes."

The experience of this dealer was typical of appliance sales throughout the South in the month of December. It is safe to say that more dealers sold more appliances to more buyers than at any other time in history. Final sales figures are not yet obtainable, but on the surface it appears that 1954 sales topped even the fabulous record set in 1953-and this despite a four-months-long drought which ruined corn crops and stunted cotton. Business in the month of December was what turned the trick. Our most reliable contacts in seven major Southern cities-Atlanta, Bir-mingham, Memphis, Houston, New Orleans, Miami and Dallas-all reported that December sales were up from two to ten percent over 1953.

Small Town Dealers Carry Ball. But, as usual, it was the small towns and rural centers that accounted for the big sales. We talked to a dealer in Andalusia, Ala. (pop. 9,000), who pointed out that he had sold 99 refrigerators in the first 11 months of 1954—nine a month. Another retailer in Blakely, Ga. (pop. 3,000), sold 58 refrigerators, while still another dealer we talked with in Marianna, Fla. (pop. 6,000), had sold 121 television sets in his trade territory up to Dec. 20 and was still looking forward to a big Christmas business in TV sets. These are not isolated cases; they all came to light on one trip just before Christmas.

Turning to the big cities, in Houston there was a sudden demand for electric water heaters in the closing months of the year and a decided improvement in electric range buying. Houston buyers have been slow in purchasing refrigerators all year and there is a decided lag in home freezer buying, but laundry equipment has

held up well and the sale of washers, ironers and dryers will exceed the 1953 mark.

"We've had a good year in New Orleans," our conservative contact in the Crescent City told us. "Air-conditioning sales in 1954 were tremendous—and profits on it were lousy. Neverthless, we're still in the game and will be from now on. Holiday sales were the best in my recollection and it looks like there won't be any let-up in 1955. Compared with a year ago, our after-Christmas sales are about 20 percent higher."

You can write down one certainty for 1955 in New Orleans. The better merchandisers down there are going to do something about the air-conditioning sales situation (worst in the South), and when Stan Reinherz, Bob Magoni and Al Labiche, backed up by Ed Avegno of NOPSI, go into action, there'll be some changes made.

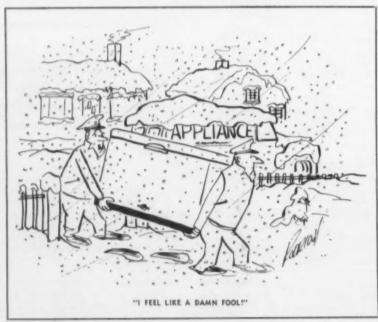
Birmingham Dealers Chipper. Birmingham dealers are feeling pretty chipper about the way appliance sales are going for 1955. They had a great year last year, estimated at a sparkling 10 percent better than 1953, and steady buying is continuing. We've found only one distributor in Birmingham who complains that "too much of my business is coming from too few of my dealers." In other words, his big operators sell and his little ones don't. But if you ask the majority of wholesalers in Birmingham where their business comes from, they cite you retailers in small towns and cross-roads.

Laundry equipment is certainly the hottest selling line in Birmingham, although there has been an improvement in refrigerator sales and in electric range sales recently. In 1955, according to one veteran observer in the Magic City, more automatic washers will be sold than ever before. He's counting on word-of-mouth advertising and the "keep-up-with-the-Jones" attitude of prospective customers.

Appliance dealers in Atlanta are pretty happy about future prospects as well as past performances. Building is still terrific in the Atlanta area and as long as there's building, there's buying. Refrigerator sales dropped off slightly in Atlanta during the final months of the year after a welcome surge in the early fall, but ranges, washers, home freezers, water heaters and dishwashers all had a good year. Electric housewares sales, after a record-breaking December, were declared by a reliable observer to be the best in the history of the cracker capitol.

Christmas was a real shot in the arm for radio and television in Atlanta. Reports from five dealers, averaged up, show that the sale of table radios was more than 25 percent better than any other month of 1954, and that TV set sales were at a peak

Hot Weather And Drought Hurt. Dallas dealers' appliance sales were (Continued on page 16)



DON'T MISS THE BOAT!





"OPERATION WIFE-SAVER"

- Built around the theme, "Make it a Wife-Saver . . . Make it an All-Steel Kitchen."
- O Featured on coast-to-coast television on The United States Steel Hour.
- National magazine advertising Saturday Evening Post, Better Homes and Gardens, Better Farming, Home Modernizing, Small Homes Guide.
- O Radio and TV commercials.
- O Special newspaper publicity and advertising.
- O Trade magazines and direct mail.
- O All aimed at helping you sell more steel kitchen equipment.

Ask your supplier
NOW about your
WIFE-SAVER
promotion kit



 $S_{\ be}^{PEARHEADED}$ by United States Steel, "Operation Wife-Saver" will be the biggest thing that ever hit the kitchen business!

Everybody (and that means *your* customers) will know about kitchens that are Wife-Savers . . . *all-steel* kitchens—kitchens that mean less work and greater convenience for the housewife—kitchens that are easier to sell and easier to install.

Thousands and thousands of dollars worth of advertising and publicity will promote the Wife-Saver idea from coast-to-coast, Starting in April, home-buyers and home remodelers will be urged to "Make it a Wife-Saver—Make it an All-Steel Kitchen!"

And the enthusiasm that this campaign will generate can be directed your way.

How?

Make yourself known as the "Wife-Saver" in your area. Set up a steel kitchen display in your sales room. Send Wife-Saver mailings to hot prospects. Feature the Wife-Saver symbol (the life-ring shown above) in your advertising.

To make it easy for you to tie in, United States Steel offers you a complete Wife-Saver promotion kit. It includes a window streamer, pennants, radio and TV scripts, salesmen's lapel tags, a copy of the Wife-Saver symbol, an idea book; everything that you need to get started. Best of all, it's free! Ask your kitchen equipment supplier about your copy now. Requests must be received by February 28.

AMERICAN BRIDGE . AMERICAN STEEL & WIRE and CYCLONE FENCE . COLUMBIA-GENEVA STEEL . CONSOLIDATED WESTERN STEEL . GERRARD STEEL STRAPPING . NATIONAL TUBE
OIL WELL SUPPLY . TENNESSEE COAL & IRON . UNITED STATES STEEL PRODUCTS . UNITED STATES STEEL SUPPLY . Divisions of United STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

6-244-A

hurt considerably by the terrifically hot weather and drought of the fall months but holiday buying came to the rescue. In this Texas metropolis, buying of appliances as well as almost all other commodities, is directly geared to the agricultural situation (and not the oil situation as is more likely in Houston). If cattle and cotton have a bad year, merchants suffer—and they did, all summer long. But business got better in the fall and by Christmas time the spirits of Dallas dealers had risen chin high again.

Miami dealers never had it so good, as this is still the area of miracle merchandising. One veteran dealer in Miami declared that in 1954 he sold more than 50 percent more electric water heaters than he did the previous year and that he expected to sell 50 percent better in 1955. Figures supplied by Florida Power Co., Florida Power & Light Co., Tampa Electric Co., and Gulf Power Co., show that the entire Sunshine State went slap-happy in buying appliances of all kinds in 1954. Clothes dryers (not selling too good in many other areas) had the most sensational increase in sales for 1954, 100 percent over 1953 in Miami, 75 percent in Jacksonville, 50 percent in Tampa and 30 percent in Pensacola. Other exceptional sales increases, according to Florida Power & Light Co., which covers the largest territory, were approximately 10 percent in television (over 1953), 15 percent in ranges, 20 percent in automatic washers, 35 per-cent in dishwashers, 50 percent in water heaters, 75 percent in garbage disposers and 110 percent in elothes dryers. Florida dealers can't see anything but improvement for 1955.

The Great Lakes



By H. BLEECKER GREEN

December sales show increase
. . . Laundry equipment still
leads white goods . . . Housewares strong . . . Utility
teaches plumbers

SALES in the Great Lakes area for the month of December show some pretty good gains over the previous month. The over-all movement

of appliances-radio-TV showed an increase from reporting dealers and distributors.

Ohio is Up. Sales in the Buckeye State show dealers reporting December "above November" or "slightly ahead." Over-all sales for this December as compared with that of last year fill out the figures. Comments range from "over December, 1953" and "better" to "20 percent over December last year."

Movement in the Ohio area varied according to city and district, but as one dealer reported, "everything up over last year." Laundry equipment was most mentioned as to movement in the majors, according to most sources. Dryers topped unit volume in many places and housewares brought in the dollar volume. This last category showed up as "very good" and was often better than most dealers had first thought. High fidelity proved a slow mover in Ohio, but television helped bring up electronic sales. "Low end merchandise" moved well in Columbus, while "inexpensive table models and 24-inch consoles" proved the tops in Newark.

Kentucky Shows Increase. Dealers reporting from the state of Kentucky ranged their December sales from "15 percent ahead" to "five percent better." One reported his sales were 10 percent off; another "the lowest month of the year." But December this year was generally up over that of 1953, with estimates ranging from five to 15 percent. One Kentucky dealer said he was slightly over last year, thought "the final two weeks would bring him in."

Movement varied with the reports, listing laundry equipment, dishwashers and kitchen cabinets as some of the top items. One Ashland dealer spelled it out by saying, "TV best by dollar volume, record players and radio next, then traffic appliances." "Major appliances poor" he said. Housewares showed electric frying pans, cookers and portable mixers among the leaders in Kentucky, with coffee makers and the larger (non-portable) mixers moving slowly.

Television showed good movement in Ashland in "300 price group," while high fidelity moved best in the "\$69.95 to \$139.95" bracket. Higher priced units were poor.

Detroit, Pittsburgh, W. Virginia. Dealers from the Detroit area reported business was good during the holidays. In one case, a dealer reported volume "25 percent better," than the previous November and "five percent better" than December last year. Television was the prime mover in the Motor City, with high fidelity bringing some good volume (especially in the \$150 class). Housewares moved well in the Michigan area, being classified as "very good" by one dealer who added, "even better than expected."

West Virginia, particularly in the Charleston area, found business "bet-

ter" than November but "about the same" as December of last year. "The last ten days saved us," said one dealer. High fidelity moved "very good" in Charleston, with "small console most popular at \$198." Electric housewares were only "fair" and television started slow, picked up during last two weeks of the month.

Pittsburgh, which is still troubled by the truck driver's strike in the department store field, reported that business was off. One figure pegged it "about 10 percent off" as compared with the previous month and "somewhat lower" when compared with December of last year. Television, radio and refrigeration were among the best sellers in units and dollars. The 21-inch open faced consoles lead the TV parade.

Operation Snowflake. The initial effort of U. S. Steel's Operation Snowflake to make major appliances tie in with a "White Christmas" drew mixed comments from dealers throughout the Great Lakes area. Many did not participate in the promotion. But those that did found it hard to evaluate. "It's difficult to pinpoint results," said one Pittsburgh source. "White goods sales were pretty good." One West Virginia dealer, when asked did he participate and what did it do, replied bluntly Yes. It did nothing.

But one Ohio distributor stated that his dealers had worked with the promotion and felt that "it helped focus attention on major appliances." One dealer thought the results were "fair." The use of window and instore posters, plus the tie-in in advertising were the main efforts to work with the "make it a White Christmas" effort.

Promotions and New Lines. Promotional plans for dealers during the coming early months of the year show little pre-planning for the business ahead. Some mentioned special promotions on record players and high fidelity equipment during this receptive period; others were figuring on working on white goods sales during January. Many, were concerned with "working down '54 models" and one mentioned tying in with utility displays. Most simply stated "not yet" when asked about promotional activity in early January.

tivity in early January.

Many dealers had not yet seen the new lines of their distributors and this would be a deciding factor before any promotional plans were formulated. The new lines which some had seen brought comments as "seems quality and price are coming down on television while white goods are still going up." Most of the dealers reporting think they can do a good job of merchandising the new 1955 lines. And the increase of color in appliances was one thing that stood out in their observations.

Merchandising The Plumber. Dayton Power and Light is working on

the plumbing trade these days, recognizing the plumber as a vital factor in building a load with appliances.

The utility figures the plumber is an active mover of water heaters, dishwashers, waste disposers, incinerators and water coolers. A program to teach the plumber how to sell and merchandise has been launched, working directly with the master plumbers association.

Starting this past October, Dayton Power and Light checked into appliance activity to "find out what was going on our lines." The plumbing trade showed up well in certain categories, but indicated a greater need for sales training. The result of this check shows the position of the plumbing trade and from now on, dealer activity reports will be collected from this quarter.

A sales training program for plumbers was inaugurated after the first of the year, similar to that of the regular dealer activity. The utility aims to made a salesman out of the plumber.

The Far West



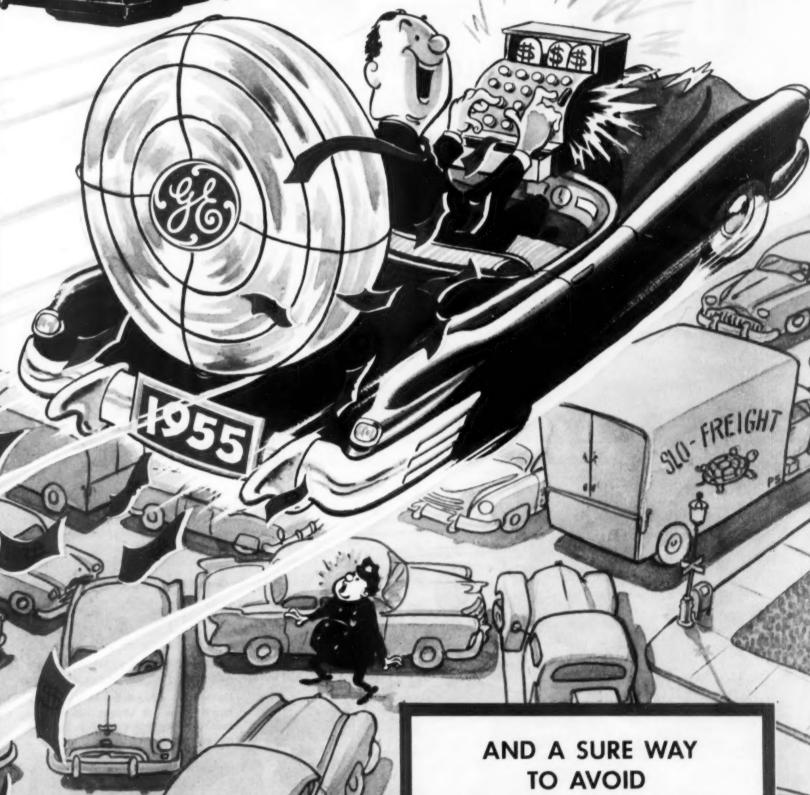
By HOWARD M. EMERSON

Sunset Magazine survey of consumer buying plans promises a good year for appliance dealers

A NEW picture of what the appliance business may be here in the Far West in this new year has just been released by a well-qualified authority. Supplementing the overall picture of the appliance market as seen in the features of ELECTRICAL MERCHANDISING last month, has come a new "major appliance study" by Sunset Magazine. Primarily a study of ownership of, and buying plans for, major appliances by the magazine's half million readers in definitely above-average families, it offers the only area wide picture of intention to buy during 1955.

Refrigerators. Regardless of what the dealer and distributor may think of his refrigerator business at the moment, there are some pros-(Continued on page 26)

A FASTER GETAWAY!



INVENTORY BACKFIRE!





FOLLOW THE ROUTE TO BIG PROFITS

WITH THE NO. 1 FAN LINE-



FANS

- Be ready with the brand that outsells all others—that means GENERAL ELECTRIC!
- 2 G-E Fans sell out FAST—so stock up EARLY!
- 3 Stock the SHORT, complete linefor fast turnover—low inventory—a fan of every type—a fan in every price range
- 4 A set price—a sure profit—G-E FANS are Fair Traded

GETAWAY POWER

IN YOUR ADVERTISING!

G. E. backs you with over three times as much national advertising as any other fan manufacturer (according to published media records). And it's advertising carefully geared to get every possible fan sale out of every hot day-and every hot night.

Only General Electric gives you-

Every week on TV-Right through your best selling season, your best prospects will be getting in-home demonstrations on the great show "The Ray Milland Show," presented by the G-E Comedy Theater.

Every week in Life - Advertising that starts early and will keep selling G-E Fans throughout the season.

> Heat-wave advertising in your own home town-A unique set-up that breaks strong advertising in key fan markets to hit those really hot days . . . the moment of peak demand for fans.

This campaign, directed exclusively for G-E Fans by the nation's leading commercial weather forecasters. Hit the bull's eye in '54 and is ready to go again in '55!



GETAWAY POWER IN YOUR DISPLAY!

FREE 3-D DISPLAY TAGS

These extra salesmen are attached to every G-E Fan when you re-ceive it. They help you sell fans -and they help customers sell themselves.



FREE BACKGROUND DISPLAYS

Three "Frosty-Eskimo" background display cards and a giant identification sign are packed with every G-E Floor Circulator.

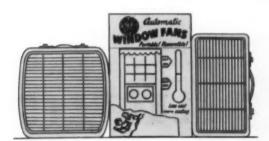
FREE PEDESTAL DISPLAY-3-D WINDOW STREAMERS

An attractive icicle pedestal display-plus two 3-dimensional window streamers or counter cards are packed with each G-E All-Purpose Fan.



ANIMATED BREEZE DISPLAY

-shows whole-room cooling in action!



TRIPLE ACTION THERMOMETER DISPLAY

turns fan "on" and "off" to show automatic feature.

ACTION DISPLAYS

Lights, action, sales! These animated traffic-stoppers really pep up your windows. Call your G-E Fan distributor today.

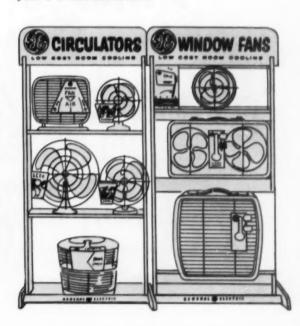


SMILING ESKIMO DISPLAY

-grins at action of broad air stream.

COMPLETE G-E FAN CENTER

Full-line twin fixtures that really put you in the fan business for a fast getaway in 1955. Available from your G-E Fan distributor.



GETAWAY POWER IN THE GREATEST

FAN LINE EVER!





WINDOW FANS

New G-E Automatic Window Fans have these outstanding features:

- Automatic "Hot" turns on, 'cool" turns off -automatically.
- Portable-can be easily carried from room to room.
- . . . Dual Purpose-night ventilator -day circulator.
- Safety designed-grill guards front and back.
- Easily reversible-maximum efficiency on intake or exhaust.



NEW G-E TWIN FAN VENTILATOR

Completely new-greater power-fits sash and casement window-\$64.95.

NEW G-E 20" WINDOW FAN

Greater power-cools up to five rooms-\$69.95.

NEW G-E YEAR-ROUND WINDOW VENTILATOR

Non-breakable, "see-through" panel allows view and sunlight. Easily reversible. Fan snaps out of mounting for use as table, wall or floor fan-\$34.95.





G-E AIR CIRCULATOR

2 fans in 1-for whole-room coolingfrom wall to wall, floor to ceiling.



FANS FOR OTHER COOLING NEEDS



G-E OSCILLATING FANS

10"-12"-16". Can be used oscillating or fixed. Extremely quiet - easy tilt adjustment-from \$17.95.

G-E ALL-PURPOSE FAN

Gives bigger, broader air stream. Tilts 90° up or down. For window, table, floor or wall-\$34.95.





ASK YOUR DISTRIBUTOR ABOUT-

G-E's Exciting Early Bird Offer!

ORDER NOW-



GENERAL (SEE) ELECTRIC

General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

25% of KITCHENS ARE STEEL...

75%

OF KITCHENS ARE WOOD ..



SELL 100% with

Sell the whole kitchen Market with the new warmth of natural birch, the charm of antique copper, and the strength of a steel chassis. It's caught on like wildfire! The trend-setting "Pioneer" line or the white all-steel line... American Kitchens have more exclusive quality features... offer 4 times more sales at full 40% profit. Cash in—call your American Kitchens distributor!

Constructed of Steel for Lasting Appeal

"Proneer" by American Kitchens

DIVISION



CONNERSVILLE, INDIANA

Who are the best customers



families are big and growing, they need <u>more</u> appliances of all kinds. And among readers of the ten top circulation magazines, Family Circle is first in percent of housewives... first in percent of families with children... first in number of children per family! Every one of its 4,000,000 buyers is a family-shopper... must be to get the magazine. For Family Circle is bought only by top supermarket customers!

neighborhoods where Family Circle is sold shows Family Circle bought and read by twice as many households as any leading subscription-type women's magazine!

of Appliance Stores?



Advertising in Family Circle reaches <u>more</u> households with bigger families, gives appliance dealers powerful local selling support.

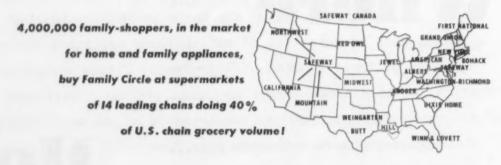
a nation-wide survey: 73% of neighborhood appliance dealers' customers live within 1½ miles of their stores! 74% of Family Circle's supermarketing families live in identical 1½ mile areas around appliance stores! Advertising in Family Circle pre-sells neighborhood shopping families concentrated in the areas where the overwhelming majority of appliance store customers come from!





display cards for counters

YOUR BEST CUSTOMERS READ FAMILY CIRCLE! Family Circle's supermarketing families are concentrated in the best-sales neighborhoods around your stores. Order Family Circle's <u>free</u> display cards for your windows to let these appliance-buying families know you have the brands they see advertised in Family Circle.



SPEED QUEEN

Among readers of the ten top circulation magazines, Family Circle is first in percentage of families with children...No. 1 users of appliances. Good reason why Speed Queen, with ads like this one in the March issue, has been a regular Family Circle advertiser for the past five years!



as advertised in Family Circle magazine

NORGE FOUR-COLOR CAMPAIGN IN FAMILY CIRCLE!

Every month new appliance advertisers cash in on the buying power of Family Circle's 4,000,000 family-shoppers, all in the market for modern, work-saving appliances. In April, Norge joins Family Circle with a full-page, full-color advertisement in all editions. Dealers! Send for your free Norge display cards now! You'll receive them in plenty of time to take full advantage of Norge's advertising in Family Circle!

WEST BEND ADVERTISES IN

West Bend knows that the women who read Family Circle are a 100% selective market for kitchen appliances. That's one reason why West Bend features a %-page advertisement in March Family Circle! Order your free display cards of this advertisement now!



APPLIANCE ADVERTISERS USING SECTIONAL EDITIONS OF FAMILY CIRCLE MAGAZINE

AMERICAN GAS ASSOCIATION—advertises the Rheem Wedgewood Range in the Mountain, California and Northwest editions in February.

CALORIC STOVE CORPORATION—features a full-page advertisement in the Midwest, Butt and Weingarten editions of February Family Circle.

and windows...FREE!

Merchandising De	pt., Family Circl	e, 25 West 45th St	., New York	36, N.Y.	("	AND MAIL
NO. OF CARDS					1.	
		Please send m				
Caloric Range		play cards ch			K	
Norge Washer		featuring appli from Family C				amily
Speed Queen Washer					: 19	nele
Universal Coffeematic	NAME				- : 0	
					8	
Wedgewood Range	STORE					4411
(American Gas Ass'n)					1	
	ADDRESS					
West Bend Flave-matic, ,					EASTER	ASHONS ON PARADE
					1 0-	

FAMILY CIRCLE MAGAZINE NEW YORK . CHICAGO . SAN FRANCISCO . LOS ANGELES



Did you realize that many of the most famous makers of the new automatic electric skillets — just about the hottest news in home appliances — cast their heating elements integrally in the base of the skillet? In this way, they gain greatly improved heat transfer, as well as important manufacturing economies.

The manufacturers who do this—among them Dominion, Dormeyer, Markel, Merit, Nesco, Presto—are those who use the pre-shaped tubular heating elements made by The Still-Man Company, New York City. For once in, the heating element must last the lifetime of the skillet—it's a sure thing no

repairman is ever going to be able to touch it.

And Still-Man elements will outlast the skillets for the resistance wire of these heating units is made of Nichrome V. With this high-performance resistance alloy absolute permanence is assured.

Nichrome V's unchallenged superiority for heating elements in electrical appliances of all kinds adds conviction to *your* sales story. For Nichrome V gives you a plus value that is unexcelled at the point of sale. When you say, "heated with Nichrome V," you win quick consumer acceptance — sell more customers and keep them sold.



APPLIANCE-RADIO-TV PICTURE

--- CONTINUED FROM PAGE 16 -

pects interested. About seven percent of the magazine's families in the eight western states and Hawaii indicate intention to buy a refrigerator in '55, and 14 percent are undecided. Sidelight—while families in all sections of the Far West now have refrigerators in just about the same proportion of sizes, they have different plans for the future. In southern Calif., Ariz., and Hawaii, 70.3 percent of the families intending to buy a refrigerator in '55 plan on 10 cu. ft. or larger capacity. In northern Calif., Utah and Nevada, 56.8 percent want at least that large a size. In Ore., Wash., and Idaho only 26.2 percent are interested in 10 cu. ft. or larger 47.8 percent indicated preference for 9 cu. ft. size.

Freezers. In spite of an exceptionally high level of freezer ownership by these half-million upper bracket families (37.3 percent saturation in the Northwest, 26.9 percent in the central area, and 28 percent in the South) this group still maintains an interest in them. In Ore., Wash., and Idaho, 6.3 percent of the families plan on buying a freezer in '55, and 55.6 percent of the freezers will be larger than 14 cu. ft. In northern Calif., Utah and Nev., 4.6 percent plan a freezer purchase this year, with 46.2 percent of the purchases larger than 14 cu. ft. In southern Calif., Ariz. and Hawaii, 5.2 percent of the magazine's families indicate a freezer purchase in their future, with 23.3 percent wanting 14 cu. ft., and 22.6 percent wanting larger than 14. Interesting here is the change in preference for freezer style. In the Northwest, for example, where 70.2 percent of freezers now are horizontals, 42.1 percent of the freezers planned for buying in '55 will be vertical, 36.8 percent horizontal, with 21.1 percent of the prospective buyers undecided.

Ranges. Most interesting range news from the Sunset families is the (Continued on page 33)



"DO YOU KNOW WHAT A FRANCHISED DEALER WOULD CHARGE TO AIR CONDITION A HOME THIS SIZE?

LAU "Tilta-Breez"for triple-profits

(3 sizes . . . for every customer)



You'll profit more with the LAU fan line. They give better consumer satisfaction and acceptance. They give you consistent, steady sales volume . . . and help you eliminate carry-over of inventory. This means a handsome, all-season profit plus giving your customers the finest in air cooling for the money. Ask your salesman about LAU selling helps. Use LAU ads to help train your sales people. Write Advertising Dept. for fan catalog LAD-602-8154.















THE LAU BLOWER COMPANY

2005 HOME AVENUE . DAYTON 1, OHIO



Loaded with Sales appeal.

- The MATCHED, color-harmony line
- Finished Surf Green Baked Ename
- · All have SAFE, finger-proof guards
- · Rubber feet won't mar furniture
- · Reversible for exhaust or intake
- · Eight foot white rubber plug-in cords
- . All have 115V, 60 cycle, AC Meters
- 1-year Motor Guarantee
- Rigid motor mount, welded to frame
- True balanced blades "sound tested"
- Quieter by actual test
- · More compact, size for size
- Snap-off guards, for easy cleaning
- Clean and rugged, for long service
- All have 3-speed switches

New Portable Circulating Fans 12"-16"-20" Sizes

LAU 12"

12" Combination fan (shown on "Tilta-Breez" accessory), 51/4" x 16" square, weighs 14 lbs., moves 1200 cfm at hi-speed. Fits swingout casement windows.

LAU 16"

16" Combination fan (shown on "Tilta-Breez" accessory), 51/4" x 18" square, weighs 21 lbs., moves 1700 cfm at hi-speed. Available also with metal spacer panels.

LAU 20"

20" Window Exhaust or Intake Fan, with metal spacer panels. 51/4" x 22" square, weighs 25 lbs., moves 2500 cfm at hi-speed. Also 20" on "Porta-Breez"; and with "Tilta-Breez" available at extra cost.

How to start a collection of engraved portraits of famous U.S. Presidents*

*money, that is

Handsome steel engravings like these are nice to get, but even nicer to keep. In the appliance business these days, you take in quite a few, but you don't get to keep too many.

Why? Because the higher costs of doing businessthe deals, the discounts, the ridiculous trade-in allowances-take a giant-sized bite out of every dollar you take in. After everybody gets his cut, there isn't much left for you.

But . . . there's one appliance which does give you a profit dollar that's worth 100 cents . . . the Ironrite Automatic Ironer. And there are several good reasons:

- 1. Low saturation. This means more customers, less trade-ins.
- 2. Less competition. Ironrite has the lion's share of the market. By far, the majority of all ironers sold last year were Ironrites.
- 3. No installation costs. Just plug it in. Demonstration costs average much lower than installation costs alone of similarly priced appliances.
- 4. High dealer discount. No other high-ticket item gives a more generous break to its dealers.
- 5. Pyramiding sales. Sales figures show that each Ironrite customer brings in at least two others!

We'll admit it . . . selling Ironrites is different from other bigtime appliances. People won't exactly take them away from you. BUT, every ounce of salesmanship applied to an Ironrite sale brings in an honest pound of profits. There's no secret as to how this is done . . . you simply demonstrate what Ironrite will do. And the profits come rolling in.

Take the first step now toward building a fine collection of money. Write today to: R. M. Gottlieb, Vice President in Charge of Sales, Ironrite Inc., Mt. Clemens, Michigan.



ronrie... The appliance man's appliance

Sell the washer you don't have to discount to
match competition. It HAS no competition—
there's no other washer like it. A washer that
satisfies woman's wish to "get my washing over with."
With TWICE the capacity—TWICE the speed—
TWICE the value! The exclusive Dexter Twin-A-Matic
is America's Fastest Washer. It will be YOUR
Fastest Seller and Profit Maker too.
Let your Dexter Distributor prove it to you!

Outperforms Automatics Outperforms Single Tubs

DEXTER

DEXTER
TWIN-A-MATIC
washes a big Tubful
every 4 minutes

EXTER

DIVISIONPHILCO CORPORATION
FAIRFIELD, IOWA

the NEW UNIVERSAL

SUPER FEATURED

SPEED



SUPER-HEAT FOR FAST BOILING

Fast heat makes quick and easy meals.

CHILDREN'S LUNCHES • BREAKFAST CEREAL INSTANT COFFEE OR TEA • BABY'S FORMULA EMERGENCY HOT WATER

CAPACITY



HOLDS A FULL QUART

Big capacity saves time with extra servings.

COOK STEWS • HOT CHOCOLATE FOR 4

STERILIZE BOTTLES • BOIL SEVERAL EGGS

HEAT SOUPS

CONTROL



THERMOSTATIC HI-LO HEAT

Low for warming - high for boiling.

HEAT BABY FOODS . MAKE PUDDINGS

WARM LEFTOVERS . SICK ROOM VAPORIZER

GET IN ON UNIVERSAL'S Sellerama BONUS OFFER-

HOT POT

FOR SALES



GET A HOT POT Free!

UNIVERSAL LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

ELECTRICAL MERCHANDISING-FEBRUARY, 1955

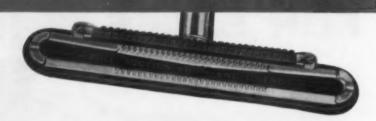
PAGE 31

NOW! Get more sales faster with super Tel 99

56% more power...new thread-picking nozzle

MORE FOR YOUR MONEY IN '55!

Here's the cleaner opportunity of the year! A great, new and improved Super Jet 99 that gives you more power, more features, more everything! Now for \$89.95 you offer a one horsepower motor that creates 56% more power than the average of 4 other popular cleaners. This super-cleaning force plus patented Thread-Picking Nozzle gets more dirt faster! Write for name of nearest distributor.



5 EXCLUSIVE FEATURES!

- EQUALIZED SUCTION Scientifically-tapered opening applies full cleaning power tip-to-tip on both forward and backward strokes. Gets deep-down dirt without going back over same spot!
- 2. PILE-COMBING "FINGERS"—Nozzle's unique combing action gets pesky litter first time over. Small, smooth, metal "fingers" root out embedded dirt, hairs, threads, lint.
- 3. EXCLUSIVE "FLOATING" BRUSH Automatically adjusts to proper height for thorough, top-to-bottom cleaning of any rug high pile, low pile or sculptured weave.
- 4. NO SEAL, NO DRAG—Special end construction prevents nozzle from gripping rugs. Brush never drags on forward stroke. Never seals on back stroke. Another Universal exclusive!
- 5. SELF-CLEANING Rids itself of hair, lint, threads. Applies full end-to-end suction at all times!

THE ONLY CLEANER THAT GIVES YOU THESE POWERFUL SALES-MAKING FEATURES!



WASSER QUIET ACTION I No whileg rese they need a near and meridist cultury reads new hoper for 25 today's quieton change.



NEW SHAP-LOCK WARDS? here secondly into place. Will not sell apart or leak dust as Johns. Allnessel. Will not found on dept.



Yes! Here's the best thing in five schooling – the Super Jut 99 Corrier! Feature it all it as optional emigrant at small



The latter No beavy motor to lift. No dust has no came or filters to empty.



CARRIES LINE A PORTABLE RADIO I Exclusive Carry Easy Design. Pivots 360°. Cleans 26° a 26 room, Light-weight. Easy to store.

America's Most Complete Line of Home Cleaning Equipment

Write for name of nearest distributor

UNIVERSAL

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

-CONTINUED FROM PAGE 26-

group's plans for built-in equipment. Admittedly, the built-in range was first manufactured and promoted here, and now has a nearly seven percent saturation among the families surveyed. But, look at the intentions to buy—about eight percent of the families intend to buy new ranges in 1955; in the southern area, 56.9 percent of them will seek built-in ovens and separate burners. In the central area, 45.1 percent of the prospective range buvers want built-in equipment; in the Northwest, 31.8 percent want such equipment. Of interest, too, is that nearly 40 percent of the families who intend to buy conventional ranges will seek double-owen models. In the South, 9.5 percent of conventionel range buyers want center grills.

Dishwashers. Manufacturers pitching the "sell the low saturation products" will be fortified by the figures on the above-average income families' interest in dishwasher purchases. Although the group surveyed has a dishwasher saturation of approximately 17 percent now—in Ore., Wash., Idaho, 6.8 percent of the families intend to buy a dishwasher in '55; in northern Calif., Utah and Nev., 6.1 percent plan such a purchase; in southern Calif., Ariz. and Hawaii, 4.9 percent plan to put an end to dishpan drudgery.

Inventories may be guided somewhat by preferences indicated by the families who plan to buy dishwashers this year: under-sink models are far and away the preference of families

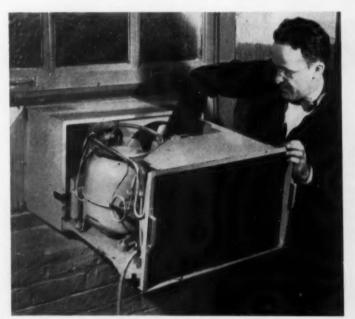
in all three regions, with sink-combinations and portables running even in a very poor second place. The families indicated too, that they will be buying front-opening dishwashers two to one over top-opening models in the south and central areas, and in the northwest front opening is a 100 percent choice.

Garbage disposal units are in the 1955 purchasing plans of 12.2 percent of the upper-income families in southern Calif., Ariz., and Hawaii (where they now have a 41.2 percent saturation). In the central area of the Far West, 6.9 percent of the families surveyed plan on ending their garbage problem, and in the Northwest 4.2 percent have the same idea.

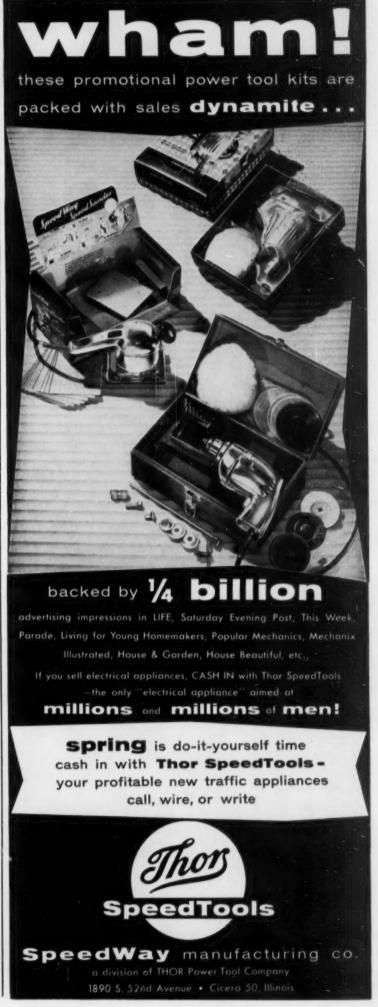
Washers. Pretty sound backing for the statement of many Far West dealers that washers and dryers are keeping us in business shows in Sunset's survey—and the figures keep the picture bright for this new year.

Automatic washers are a fascinating study by themselves. Of the families surveyed, representing 560,000 homes, 75.4 percent in the southern area now have automatic washers, 76.4 percent in the central area, and 69.3 percent in the three northwestern states. Yet, look at the 1955 buying plans—in southern Calif., Ariz., and Hawaii, 10 percent of the families intend to buy a new washer, and 92.1 percent of the purchases will be automatics; in northern Calif., Nev. and Utah, 8.7 percent of the families plan to (Continued on page 36)

IDEA FILE ELECTRICAL MERCHANDISING will pay \$10.00 for accept-bed photographs of dealer ideas similar to the one below.



A FREE CLEAN-UP of a room cooler's condenser is the easiest approach to a repeat sale in the opinion of Wylie Sinclair, Houston air conditioner dealer. Home calls by a man who explains how dirt and lint clag fins and slow down cooling and who offers to clean them out with a wire brush gets customers in a receptive mood to a suggestion for additional units. (Photo posed by Richard Swaufield, parts manager for Mitchell Mfg. Co.)



IN 1955
DERS
IS THE

ON THE MOST



POWERFUL SPOTLIGHT POWERFUL PRODUCT!

WHY IS IT THAT—over 5000 dealers have signed up for Fedders 1955 "Here's How" Kick-Off Package designed to put Fedders sales 202% ahead of 1954?

Because they agree the package is the most powerful promotional "spotlight" that could be put on a powerful product—Fedders 1955 line.

See the "Here's How" Package yourself. See how

Fedders is going to sell for you with a forceful Business and Professional Ad Campaign...a Mammoth Mass Magazine Campaign...a week-after-week inseason Group Newspaper Program...individually tailored radio and TV spots with dealer identification...the new dual demonstration center...and a complete direct mail campaign. Call, write, wire your Fedders distributor today! Or write Bob Cassatt, Fedders-Quigan Corp., Dept. EM-2, Buffalo 7, N. Y.



Fedders DELUXE ¾ Ton Capacity Models for rooms up to 485 square feet, gives a choice of powerful cooling systems or cooling plus heating. Twin oversize filters. Special thermostat and damper dials. In Breeze Green and Ivory.



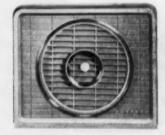
Fedders CUSTOM ½ Ton Capacity Model is the most advanced room air conditioner for spaces up to 325 square feet. Gives high cooling power at low current consumption. Plugs into 15 amp. outlet without re-wiring. In Breeze Green.



Fedders Hi-styled, Compact LO-BOY is only 32½ inches high, 13½ inches deep. A new concept in room air conditioning, developed exclusively by Fedders. Can be installed with or without stylish, sturdy legs, free-standing or recessed in the wall. ¾ Ton Capacity. Two-toned Sheel White and Smoke Brown.



Fedders CUSTOM 1½ Ton Capacity Model gives greatest cooling power per dollar...plus heat for chilly days. 3 row evaporator coil. Large spun glass filter. Fleximounting for 8 possible positions...in or out of room. In Breeze Green.



Fedders CASEMENT units are designed for all casement window installations. § Ton Capacity model has high-low speeds, provides electric heat. Also can be installed "through the wall" between building studs. In Breeze Green.

FEDDERS WORLD'S LARGEST MAKERS
OF ROOM AIR CONDITIONERS





That's what you'll be saying again and again when you advertise in the 'Yellow Pages' of your telephone directory... because 9 out of 10 people look in the 'Yellow Pages' when they're ready to buy.

To reach more prospects, make more telephone and walk-in sales, be sure to advertise under all classifications where people look for your products and services.

Get in touch with the Classified Telephone Directory Representative at your local telephone business office.



APPLIANCE-RADIO-TV PICTURE

- CONTINUED FROM PAGE 33 -

buy a washer, and 86.3 percent will be automatics; in Ore., Wash. and Idaho, 9.5 percent of the families plan on a new washing machine this year and 96.3 will buy one that is automatic.

Dryers. Obviously, the sleeper has awakened, and what was very good business for most dealers in '54 will be likewise in '55. Take the Ore., Wash. and Idaho region, for example—already the families surveyed there have a 37.8 percent ownership of dryers, and 13.1 percent of the families plan on buying a dryer in '55 while 13.4 percent more are momentarily undecided. There the dryer is scheduled to outsell washers this year among these families. In northern

Things are so tough in some appliance dealerships, they're laying off relatives!

Calif., Nev. and Utah, where dryer saturation is 26.2 percent, 8.5 percent of the families plan to buy one this year. In southern Calif., Ariz. and Hawaii, with a present 12.1 percent ownership, 6.3 percent intend to buy in '55.

Cabinets. In advance of ELEC-TRICAL MERCHANDISING'S big kitchen issue next month, here's a peek at kitchen cabinet buying plans of the people surveyed by Sunset. During the next two-years, through '56, additional kitchen cabinets or a complete kitchen remodeling job will be purchased by 24.9 percent of the families in the Northwest, 16.3 percent of those in the central region, 16.2 percent of the families in the southern area, if their indications materialize. The survey indicates that dealers, distributors and manufacturers of steel cabinets need to continue or preferably step up promotions—only a little more than 25 percent of the families planning kitchen improvements plan to use steel cabinets in preference to wood.

So thanks to Sunset we have another indication that '55 holds a very good potential for the dealers and distributors in the Far West.

Kitchens . . . Kitchens . . . Kitchens

That's the theme around which Electrical Merchandising's March issue will revolve. You'll learn in this issue about the evolution of the American kitchen from the fireplace to today's model of efficiency. There will be features on new ideas in design and installation; on the profit picture in modernization; on color in the kitchen; and on sideline products and small cooking appliances. You'll find all this, and more in the March, 1955 . . .

Special Report To The Trade



The master stroke of engineering and merchandising...Years ahead in styling and design!

Last year Zenith gave you the television triumph of 1954—Model X! Top Tuning! High Fidelity Sound! Now Zenith sets new trends to make'55 your greatest television year yet! Startling statement? Sure. But within these covers, Zenith proves it.

Zenith's TV TREND line for '55 is perfectly timed to the wants of the mass market...and the profitable quality market. Zenith has what people want!

Example! America's foremost designers have reached into the future and taken table model television out of the glorified "shoe box with knobs" classification and into the daring new world of better design for better living.

And these exciting new Zenith 21" table models are powered by the new Zenith-engineered, performance-proved Special "T" Chassis. For the lowest price in Zenith history, your customer buys a brilliant picture—not just in metropolitan areas; but *fringe* area performance that can't be matched at anywhere near the price.

The entire Zenith Trend line from the lowest priced table model to the Stratosphere* 27" TV-Combination is filled with the kind of promotional news that is the life-blood of retailing. Advanced design news, feature news, quality news, value news, that brings in the traffic . . . and gives you the opportunity for profitable, step-up selling.

And you can step up your customer with confidence. For in *any* price bracket, you can be sure that, dollar for dollar, your customer can't buy better quality than Zenith.

Here are the TV trends, the profitable trends for 1955...



TREND No. 1

People want distinctively-styled, low-cost, table TV with proved performance.

and Zenith sets NEW trends in styling and color-harmony with

122/12, 21 Other poster issue model with Charlest and Charlest.

ZENITH

WITH "JET" TUNING AND ZENITH-ENGINEERED SPECIAL "T" CHASSIS!

Presenting Table TV excitingly-styled for profits! Dramatic modern styling makes a pleasing picture in any room. The appeal of tutone decorator finishes is a proved merchandising success. And the 21" Giant picture on the screen will clinch sales. It's a plus in picture size, a plus in picture quality. Zenith "Trend-Setter" TV performs brilliantly anywhere it's put.

For this has a Zenith-engineered Special

"T" Chassis with Zenith circuitry. In no sense is it to be compared with "metropolitan" sets. For the amazing details, just turn the page

Now you've got the stand-out line that takes today's TV trend and turns it into SALES. Zenith "style that sings", Zenith performance stands out from all others. For volume sales, feature this "Trend-Setter" in your window, on your floor.



"Trend-Setter" TV



T2220R. 21" GIANT SCREEN table model. All-new metal cabinet in Maroon finish.



"Trend-Setter" 17" is PORTABLE!

All the style and functional design of the 21" ... weighs only 45 pounds! Easily carried by the inset handles.

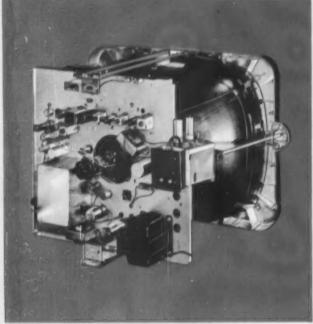
T18161. New, shorter 90° 17" Cinébeam picture tube with Ciné-Lens. All new, "600" Chassis. All new metal cabinet in new tutone Silver and Cork color finish. Also in Silver and Blue color finish as T18168, Silver and Blond Pyroxylin as T18168, and Maroon finish as T18168. Available as model T18148. in Maroon finish without Cinébeam, Ciné-Lens.



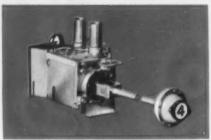
Zenith sets new trends in

RADIONIC PROGRESS

... with the rugged Special "T" Chassis!



The Zenith-engineered Special "T" Chassis features Zenith's power transformer and tubes in parallel filament circuit for longer, service-free life! It's typical of Zenith quality in every component, every circuit. Quality that makes this set a thrilling performer even in fringe areas. 22 months of exhaustive long-distance testing have proved it!



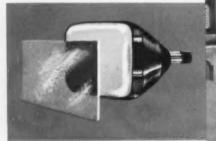
Zenith Super-Sensitive Cascade Tuner! Reduces picture-killing "snow". Has amazing ability to amplify incoming TV signals, keep signals "clean" and the picture rock-steady.



Zenith Distance Switch. Adjusts the Automatic Gain Control and Picture-Lock for best reception of long distance or local TV at the



Zenith "Picture-Lock" Circuit, Frees the picture from wobble and roll. Lacks in picture even in weak-signal "fringe" under severest conditions.



Zenith Cinébeam and Ciné-Lens. Rich reality with Cinébeam. Double the picture power! And every detail heightened and every trace of glare removed by Cinébeam's optical partnerthe Ciné-Lens faceplate.

JET CYLINDERS CONTAIN NEW FEATURES FOR BETTER PERFORMANCE, ADAPTABILITY



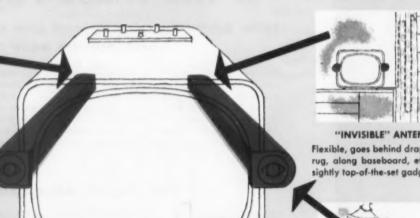
TUCK-IN ANTENNA AND CORD

Tuck in or pull out of cylinder in a jiffy when you want to move the set. (Especially demonstrable with the portable 17".)



NO CROUCH-TUNING

Convenient"stand-up"front-andcenter tuning height creates a stand-out selling feature!



"INVISIBLE" ANTENNA

Flexible, goes behind drapes, under rug, along baseboard, etc. No unsightly top-of-the-set gadgets.



BALANCED CARRYING HANDLES

Built-in handles balance weight evenly-make moving easier.

ECONOMIC CURRENTS

Reasons for Optimism

By the McGraw-Hill Dept. of Economics

The year 1955 has begun with a spirit of optimism. Appliance makers are predicting that sales of major ap-pliances will be from three percent to as much as 30 percent higher in 1955 than they were last year.

Retail store owners began the year with lower inventories than they've had in over a year as consumers cleared the shelves on a Christmas buying spree. December retail sales ran four percent ahead of a year ago.

With consumers in a buying mood, businessmen are putting themselves in a better competitive position in their fight to attract a bigger share of the

consumer dollar.

FIGHT FOR THE DOLLAR

For example, auto makers are counting on selling as many cars in 1955 as they did in 1954. And consumers are being offered easier terms to boost sales. The auto makers produced approximately 5.5 million cars in 1954 . . . a little over a million less than the record 6.7 million of 1950, but higher than most people expected.

More Value. Appliance makers are offering more value for less money. For example, air conditioner produc-ers have cut prices in an effort to maintain their share of consumer spending. Although there were high inventories at the beginning of 1955 because of the unseasonably cool summer, sales still were 15 percent greater in 1954 than in 1953. And air conditioners are expected to make sales records in 1955.

Confidence in the future was also reflected by the stock market. The year began with the highest volume of trading since 1929. Even though

the margin for on-the-cuff stock buying was raised from 50 percent to 60 percent, it is expected that this will make only a temporary dent in the wave of optimism in the next few months.

More Income. The key to the high level of consumer buying can be attributed in great part to the continu-ing record level of income. Personal income has shown a steady rise during the last few years and is now running at an annual rate of about \$283 billion. Consumers are spending at a rate of \$235 billion—over \$3.6 billion above the peak of 1953.

In addition, consumers have a vast oool of savings to drawn on; and all the indications are that they'll have an even bigger pool in 1955. At the end of the third quarter of 1954, consum-ers had \$217 billion in liquid assets, \$3.2 billion more than the third quarter of 1953. Total savings amounted

to \$525 billion,

More Credit. Besides piling up savings, consumers began the year with record levels of installment credit. Consumers started 1954 owing about \$22.2 billion. This dwindled to \$21.4 billion at the end of March. Since then, there has been a steady increase in installment buying. By the end of November, total installment credit outstanding was \$22 billion. And, with the heavy Christmas buying, installment credit at the beginning of 1955 should be even higher than the all-time high of 1953.

Despite continued record buying by consumers, prices have shown remarkable stability. The year began with wholesale prices for all commodities less than five percent above the aver-(Continued on page 50)



". . . AND IF YOU DON'T KNOW THE ANSWER TO A CUSTOMER'S QUESTION GIVE AN HONEST STRAIGHT FORWARD EVASION."



parisons were made under rigid, impartial conditions. You can duplicate them on your own sales floor right under the eyes of your prospects-if the electric range you sell is equipped with the Proctor Infinite Control Flasher Switch.



THE APPLIANCE NAME YOU CAN TRUST

Tell Your Man Are To You

Equipment Division, PROCTOR ELECTRIC CO. 3rd St. and Hunting Park Ave., Philadelphia 40, Pa.

TREND No. 2

people
want
smartly
styled
consoles
with
quality
performance.
Zenith
gives you . . .

12250R. 16.500 volt Royal T. Chassis. Cinebram: Cine Lens. 21" GIANT SCREEN picture tube. Cabinet in Mahagany grained finish. In Bland grained finish. 12750E.

122568 Zenith's 16,500 volt Royal T. Chassis, Cinebeam, Cine-Lens, 21" GIANT SCREEN picture tube. Cobinet in Mahagany color finish. In Bland grained finish, 122568.

T22248. Jenith's Special T Chassis. Cinebeam, Cine Lens. Jet, Tuning, new, sharter 90° 21" GIANT SCREEN gicture tube. All new metal cabinet in new tutane Silver tinish and Bland Pyroxylin. In Maroon finish and Maroon Pyroxylin, 122248

122011. Years ahead Model & styling at a modest price 16,500 volt Royal This chassis Cinabeam Cine Lens 21" GIANT SCREEN picture tube Tog Tuning. Spotte Dial. Cabinet in Bland grained finish. In Mahagany color tinish, 122618. In Cherry finish 122614. In Walnut tinish, 12261. In Ebony finish, 122617.

T22628. LO BOY with Top Tuning-16,500 Royal T Chassis. Cinebeam, Cine Lens. 21° GIANT SCREEN picture tube. Spoilite Dial. Cabinet in Bland grained linish. In Mahagany color fmish. 122628-



THE PERFORMANCE LEADERS IN THE VALUE-PRICED FIELD!

Now Zenith's value-priced line of consoles puts new ease into the easy trade-up.

You start the step-up with Zenith's new Consolette model T2224. Superb, big-set Zenith performance possible only with Zenith's new Special "T" Chassis. Performance that's beyond any set near the price. And, from there on, with Zenith's Royal "T" Chassis, more demonstrable selling features that demand nothing of your

customer's imagination, and very little more of his pocketbook.

Extra sensitivity in sound. Blacker blacks and whiter whites in picture. Furniture styling a big step forward. It's all there, in extra measure, yours to sell without strain. How far up you take your customer is up to you.

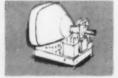
the step-by-step trade-up story



Zenith Top Tuning. Picture comes in so automatically perfect, your customer doesn't even bend over to inspect the screen. No fumbling, stooping for the on/off volume knob or channel selector.



Zenith Cinébeam picture tube and Ciné-Lens. Cinébeam reflects all of the light out—actually doubles the picture power. Ciné-Lens heightens every detail and diminishes every trace of glare.



Reyal "T" chassis. Even clearer, brighter pictures with performance proved in 43 critical "fringe" areas. No adjacent channel interference. Famous "Fringe-Lock" Circuit.



Zenith Spotlite Diel. Shows channel number clear across roam. Number is in the center of the dial and is approximately ¼ of an inch in size. TF

Zenit that in his profit num will profit best every

agaii Zeni

gives

in te

T2670E.
picture tu
Spotlite
Chassis I
hogany fi

T2671R.
picture
speaker
volt Roy
Spotlite

MODEL X Cinébeam Wide dis Grille of in Top Tuni Chassis Mahogani Cherry für T2261Y

T2383. 21" GIA! tube with volt Royc Matic* R Dual Spec

TREND No. 3

Zenith proved that people in highly profitable numbers will pay for the best of everything in television.

again Zenith gives you . . .

T2670E. 24" GIANT SCREEN Cinebeam picture tube with Cine Lens. Top Tuning. Spotlite Dial. 20,000 volt. Royal. "T" Chassis. In Blond grained finish. In Mahogany finish. T2670R.

T2671R. 24" GIANT SCREEN Cinebeam picture tube with Cine-Lens. Dual speaker High Fidelity Sound. 20,000 volt Rayal T Chassis Top Tuning, Spotlite Dial In Mahogany grained finish In Bland grained finish, T2671E.

MODEL X 12359E. 21" GIANT SCREEN Cinebeam picture tube with Cine-Lens Wide dispersion, High Fidelity Sound Grille of molded plastic Dual speakers. Top Tuning 20,000 valt Royal "T" Chassis in Bland grained finish. In Mahagany grained finish, 12359R. In Cherry finish, 12359H. In Ebony finish, 12261Y.

T2383. Lo Boy Console combination. 21" GIANT SCREEN Cinebeam picture tube with Cine Lens. Top Tuning. 20,000 volt Royal. T. Chassis. Zenith Cobra. Matic? Record Player with Stroboscope. Dual Speaker High Fidelity. Sound. Shantung finish. T2383R.



.... the full profit

QUALITY LINE!

- with Top Tuning!
- with the 20,000-volt Royal "T" Chassis!
- with Cinébeam Picture Tube and Ciné-Lens!
- with full-component High Fidelity sound!
- with styling that sets tomorrow's trend!

Again Zenith leads the parade up Quality Street, where your big profits are. Zenith Dealers have proved that the \$300 barrier can be broken wide open...when your customer knows he's getting the best of everything he could ask for in TV. Proved it by the sensational reception of Model X, the set that put full profit back into TV.

And now more great New Zeniths... with all the electrifying-excitement of Model X. A surprising number of people can afford the finest, if you give them what they want. Zenith gives them what they want, as no other manufacturer does today.

Call your Zenith Distributor
TODAY!



Zenith Radio Corporation • Chicago 39, Illinois Backed by 36 years of Experience in Radionics Exclusively.

COPR. 1955



Enthysiastic owners "sell" for you... another big reason why



These Great Features At New Low Prices!

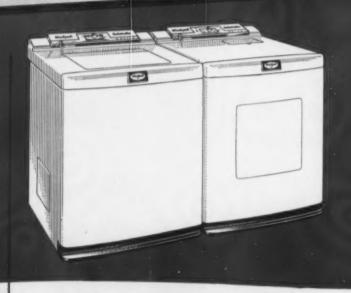
WASHERS

Guide Lite control . . . fully-automatic, built-in Suds-Miser . . . Agiflow washing action ... Free-Flow draining ... 7 Rinses ... 3-Temp water selection ... Select-A-Level control . . . Delicate fabric washing guide . . . Porcelain top . . . giant capacity . . . fully-flexible operation . . . Germicidal lamp . . . Dual Cycle-Tone ... 5-Year warranty on transmission.

Guide Lite control . . . Full Range heat control with 3 primary temperature settings . . . Special Delicate Fabric heat control . . . Porcelain top . . . Built-in lint screen on top . . . Giant drying capacity ... Therma-Flow drying action . . . Sun-A-Tizing lamp . . . Fully-automatic ignition on gas dryers . . . "Plug-in" operation, no extra wiring on Deluxe dryer.



Imperial Fully-Automatic Washer and (gas or electric) Dryer featuring Guide Lite control.



Supreme Fully-Automatic Washer and (gas or electric) Dryer with the great time and work-saving features most wanted by most women.

REMEMBER . . . IT'S EASIER TO SELL

IT'S EASIER TO SELL UNICOOL WATER TO SELL UNICOOL

Your most enthusiastic salesman is the proud new owner of a Whirlpool. At parties, bridge club or over-the-back-fence she "sells" to prospects who aren't putting up the sales resistance they might to a paid salesman. No other laundry appliance has such tremendous owner endorsement! And, you cash in on this free, powerful word-of-mouth advertising when you sell Whirlpool.

Outstanding features, outstanding beauty, outstanding performance make Whirlpool the leader . . . make you the leader when you sell Whirlpool.

The line is tailored to your market . . . there's a model for every budget, every prospect. And, each model is the finest in its class. No reason ever to lose a sale when you sell Whirlpool.

You keep what you make with Whirlpool. No costly extra service charges. Whirlpool is built to give years of dependable operation. Your sales go up, your service costs go down, when you sell Whirlpool.

See your Whirlpool distributor . . . let him show you how to sell more, make more!

WHIRLPOOL CORPORATION St. Joseph, Michigan

Clyde, Ohio • LaPorte, Indiana

IN CANADA: John Inglis Co., Limited, Toronto, Ontario
THE WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

Gurganatic Sani Advantic Warber

Deluxe Fully-Automatic Washer and (gas or electric) Dryer with space-saving design . . . single dial operation . . . sparkling new beauty.

Surgomatic Semi-Automatic Washer
. . . with Touch-Button Control and
beautiful, distinctive new styling.

Supreme Automatic Ironer featuring Touch-A-Bar control for effortless ironing in 1/3 less time.

WHIRLPOOL THAN SELL AGAINST IT!

ELECTRICAL MERCHANDISING-FEBRUARY, 1955

NEW features...

NEW styling.

...in a new value-packed 55 leader by STROMBERG-CARLSON

"NEW ERA"

GIANT 273 SQUARE INCH aluminized tube—for a bigger, sharper, deeper picture.

TWO ALNICO & Permanent Magnet speakers for higher fidelity tone.

TILTED SPEAKER GRILLE for natural diffusion of sound.

on the eyes—and easily removable for cleaning.

ILLUMINATED STATION SELECTOR for quick, easy tuning.

POWER-X CHASSIS for superior reception in any signal area.

GENUINE WOOD CABINET. in contemporary styling, handsome ribbon-striped mahogany veneers.



TELEVISION MODELS - ALL 21-INCH - PRICED FROM \$199.95 INCLUDING EXCISE TAX AND WARRANTY.

"there is nothing finer than a Take the New You through the residual of the control of the distinctiveness of its all mood extinctry—and you will do a quick closing job on even the most value in his 1 prospect.

The new 1955 Stremberg Conson une is designed to excite you continues—and priced to let you self. It is a profit

For complete details, call or write your push outer today

STROMBERG-CARLSON"



Mr. De Frain has been in the electrical appliance business for 19 years - and a steady Graybar customer for most of the years at his present location. He is convinced of the power of direct mail to stimulate traffic and mails up to a thousand personalized flyers daily, with additional seasonal mailings of the Graybar Gift Catalog to his regular customers. This technique has been so effective that Mr. De Frain is presently grossing \$75,000 to \$80,000 in traffic appliances.

I COMBINED THE TREND TO CASUAL LIVING WITH "HOUSEWARES VIA GRAYBAR" TO INCREASE BUSINESS

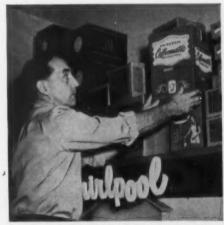
Says DON DE FRAIN, Owner Manor Electric & Appliance Co. 3701 N. Southport Avenue, Chicago, Illinois "I put today's trend to relaxed, casual living to work for me by promoting a combination of modern, recreational-type furniture and electrical housewares for quick, easy meals.

"Just as this latter combination seemed to be a 'natural', it was natural that I order most of the housewares via Graybar. I remember the days when there were shortages of appliances and how Graybar's fairness in allocating hard-to-get items impressed me. In my book turnabout is fair play now that everyone wants my business.

"Then, too, mine is a neighborhood trade built on repeats. Selling is easier when my customers recognize well-known brand names. Graybar supplies me with a fine line of nationally-advertised products. In the same vein, I can depend on Graybar for assistance in planning promotions, for display materials and for the latest news about products and prices.

"I find Graybar salesmen good people to work with in every respect. They make regular calls and are more than willing to do the leg-work on items that need to be repaired or replaced.

"I feel that this kind of cooperation and Graybar service is a vital factor in the success of my business."



Customers like to see plenty of well-known items and Don De Frain even stores packaged stock where it can be seen. Here's a portion of the 60-foot shelf that runs on both sides of the store and consists almost entirely of housewares via Graybar.



Graybar Salesman Bob Bollow and Don De Frain discuss orders and promotion plans during a weekly visit. Note how work-and-time saving housewares are displayed in conjunction with modern easy-living furniture.

Your Customers WANT the popular appliances ...

GRAYBAR ELECTRIC CO., INC.

Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

recommended by
GraybaR

IN OVER 110
PRINCIPAL CITIES

introducing the new ranges by



all-new, colorful, brilliantly designed

All-new from top to bottom, the fabulous new Caloric gas ranges are the most exciting, desirable and saleable in more than half a century of Caloric progress. And they offer dealers the greatest opportunity for substantial profits.

These sensational ranges represent a revolutionary new concept . . . maximum cooking capacity in minimum over-all dimensions.

Here's new flexibility. In just three basic sizes, 24", 36", and 40", the new Caloric ranges provide an almost infinite variety of combinations. The housewife can choose an oven to suit her needs . . . either 13" "Pastry" oven, 16" full-size oven, or 20" "Harvest" oven. She can have two ovens in one range or a high-level broiler with rotisserie. She can have automatic controls, oven indicator light, "matchless" performance, four burners or six, divided or cluster top-burner arrangement.

Here's the new look in ranges. With new backguard, new angled control panel, freshly styled door panels, the new Caloric ranges have a distinctive and unusual profile.

The tasteful use of color...the brilliant years-ahead styling of Peter Müller-Munk Associates...the great new features...the sturdy long-lived construction...all these add up to one thing: You'll be years ahead with Calorie!

For complete information, contact your Caloric representative or write direct to Caloric Appliance Corporation, Topton, Pa.

with these revolutionary new features



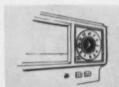
ROTO-RAY BARBE-QUER... This new rotisserie gives barbecue broiling In your own home. No expensive extra equipment. Motor-driven spit turns meat slowly and smoothly.



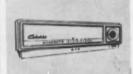
U.I.TRA-RAY HI. BROILER... The highlevel broiler that eliminates unnecessary stooping. It's the ultimate in quick, radiant, infra-red cooking.



TWO OVENS... A modern Caloric kitchen convenience, the two-oven range is a real "must" for many housewives.



INDIRECT BACK-GUARD COLORED LIGHTING...Dramatic color effects to match your kitchen decorating scheme. Lighting available in frosty blue, minty green, rosy pink, cool white.



IN-A-LINE TIMER... Vertical marker shows at a glance how much cooking time remains. Can be set for a minute or an hour.



ANGLED CONTROL PANEL... Easier to see, easier to use. And the modern control knobs are recessed, can't be bumped or jogged.

fabulous



SEA ISLE

New 24" range. Shown here with automatic oven timer, 20" "Harvest" oven and full-size broiler. Model CP A2AX.



PALM SPRINGS

New 40" range. Shown here with automatic oven timer, extra-large "Harvest" oven, and Roto-Ray Barbequer. Model CPW A4AX.



WHITE SANDS

New 36" range. Shown here with automatic oven timer. Two ovens: full-size oven and "Pastry" oven. Model CPD A3AX.

you'll be years ahead with the great new Caloric ranges





CALORIC APPLIANCE CORPORATION, TOPTON, PA.

PICK UP NEW PROFITS-DON'T LOSE OUT WHEN YOU CAN.

Depend on the COMPLETE line of ROHN

"SUPERIOR DESIGN" towers and accessories

LARGER PROFITS , MORE SATISFACTION GREATER EASE IN HANDLING 3 added towers to solve ALL your needs

"All-Purpose" tower-

l'ulfills 75% of your general tower needs—is structurally as sturdy—yet costs less than the well-known Rohn No. 10 Tow-et, Ideal for home and indus-trial installations, communicatrial installations, communica-tion requirements, . eliminates stocking many different tower models, Self-supporting to 50 ft. 120 ft. Easy to climb for fast, efficient servicing. Util-izes "Magic Triangle" which in-sures I ar greater strength and stability. Permanent hot-dipped galvanized coating. Dependabil-ity — a feature customers de-mand — is assured with the Rohn No. 6 Tower . . . de-signed to "stand up" for years to the rigors of weather and climatic conditions.



Package Tower

300% or more! Popular PT-48 has almost 50' of Popular PT-48 has almost 50° of sturdy tower within a compact 8° x 20" package! "Magic Triangle" design is adapted to a pyramid shape using a wide 19" base with progressively decreases your overhead... casy to transport and assemble — cuts shipping costs. Galvanized throughout, Available in heights of 24, 32, 40, 48, 50 and 64 feet!



Heights up to 200' or more when guyed Self-supporting up to

Self-supporting up to 60° Sturdy communication or TV tower that "stands up" to all the stresses of weather and climatic conditions... will withstand heavy wind and ice loading. Heavy gauge tubular steel, electrically welded throughout. Weather resistant, non-corrosive double coating provides durable finish. All sections in 10° lengths. Only 2-4 manhours required for installing 30° tower!



ROHN Fold-over tower

ROHN Telescoping Masts

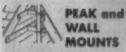
Heavy-duty hot-dipped galvanized steel tubing and rigid joints give extraordinary strength. Quick installation... mast attached to base—antenna fixed, then mast hoisted quickly to desired height. Utilizes special clamp and guy ring arrangement. Flanged interior section; crimped exterior section; crimped exterior section; gives mast stability that can't be beat. Complete with guy rings and necessary erection parts. In 20, 30, 40 and 50 ft. sizes. Bases and ground mounts available.

THE ROHN MAGIC TRIANGLE

and a complete line of ROHN accessories —all galvanized



DEAK ROOF MOUNT





ROOF MOUNT



DRIVE-IN



MAST



SERVICE



ALSO AVAILABLE



Manufacturing Company

116 Limestone, Bellevue Peoria, Illinois

Economic Currents

-CONTINUED FROM PAGE 43-

age for 1948. And there has been no marked change in consumer prices in nearly three years.

REASONS FOR SELLING

Within this framework of optimism, there are some disturbing fac-

More Failures. Business failures in 1954 were higher than both 1953 and 1952. There were 11,200 business failures in 1954, compared with 9058 in 1953 and 7638 in 1952.

Unemployment insurance payments reached a record high in 1954. Unemployed workers received about \$2 billion in state payments in 1954the highest amount ever paid. This was \$264 million more than the previous record set in 1949.

Fewer Working. Unemployment averaged about 2.8 million in the last quarter of 1954 after hovering above the three million mark for the first nine months of 1954. And business

Too many salesmen in the electrical appliance business hurry to work so they can go out for coffee.

activity must show an increase if unemployment is to be kept below three million during 1955, because about half a million new people will be added to the labor force during the

Lower Farm Incomes. Another disturbing element is the outlook for the farmer. Farm incomes have been sliding since 1952. And it is expected that farm prices will be off about two percent from the 1954 average, while the prices farmers pay for goods and services are expected to be at least as high in 1955 as they were in 1954.

In spite of these disturbing factors,

however, the upturn in business now in progress promises to continue through 1955. The year will be charac-terized as one of "competitive pros-perity." And the consumer will continue to spend—provided businessmen sell them on quality, value and style.



DIDN'T THINK I WAS EXPECTED TO COME BACK AND ADJUST ALL OF THEM."

The Nationally Known . . . Nationally Advertised CASEMENT WINDOW AIR CONDITIONER dealers demand deering





CASEMENT WINDOW

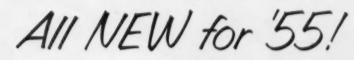
GREATER SALES VOLUME... the only practical, all purpose unit for installation in any window without modification or mutilation of window frames. Fits ALL windows!

50% LESS INVENTORY... one model serves either casement or conventional window applications. No need to carry more than one line.

GREATER PROFITS... DEERING protects its dealers with full trade discounts. You save on easy installation too... far more profit.

DEALER-DESIGNED PROMOTION... powerful selling and merchandising aids supported by dominant local newspaper advertising.

BIG PRICE ADVANTAGE ... high quality, low price made possible by DEERING pioneering.





FLUSH MOUNTING

SUPER-COOLING . . . reserve capacity setting gives 25% more cooling when needed . . . more comfort faster.

SUPER-QUIET . . . normal operation is unbelievably quiet . . . you can keep wonderfully cool and sleep.

QUAD-GRILLE ... new outlet grille is four times as large ... distributes cool air quickly and evenly ... "double deflection" eliminates drafts even 24 inches away from unit.

NEW COMPACTNESS ... overall size reduced nearly 50%.

COOLS IN 4 MINUTES ... fills average room with coel air

THERMOSTATICALLY CONTROLLED . . . to maintain selected famperatures . . . new included at ne extra charge.

COLOR HARMONY . . . soft swan gray with contrasting grille and trimmed with a touch of gold, blends with both modern and traditional furnishings.

FAST, SIMPLE INSTALLATION . . . enyene can install the Decring in minutes . . . meets all requirements from flush inside to flush outside.

NEW LOW PRICES . . . Deering prices are \$40 to \$80 lower. High dealer margins maintained.

5-YEAR WARRANTY on refrigerant system.

deering

deering

STOCKED BY LEADING DISTRIBUTORS EVERYWHERE

AIR CONDITIONING CO.

"TV SERVICE MONTH"

Sponsored by General Electric to



HELPS IDENTIFY YOU AS A SOURCE FOR G-E TUBES. GIGANTIC CELEBRATION WILL FEATURE:

\$25,000 in cash prizes for your customers.

Mammoth G-E ad in LOOK that builds recognition for your efforts. Your name and address can be listed.

Big kit of unique promotion items for your own TV Service Month.

DON'T DELAY! SEE YOUR G-E TUBE DISTRIBUTOR TODAY!



STARTS APRIL 19TH!

improve service business everywhere!

You will get the full benefit of TV Service Month! For 30 days new customers will visit your shop to get their entry blanks for the big G-E \$25,000 contest. \$10,000 first prize... plus 816 other cash prizes!

And here's sensational news! Your name and address can appear in G. E.'s announcement in LOOK—in subscribers' hands and on the newsstands April 19. You can be part of the industry's greatest public-relations program to date. 20,000,000 people see LOOK. It's read in homes all through your neighborhood.

See your G-E tube distributor immediately so your name may be included! In order to spark sales still more, your G-E distributor has ready for you a big kit of unique promotion items—each new, different, a winner. Read about some of them at right . . . then see or phone your distributor today! Tube Department, General Electric Company, Schenectady 5, New York.



You too can display this colorful window emblem! Pinpoints your shop as Contest and TV Service Month headquarters.



Large window streamer. Use it to announce a special attractive TV Service offer that will turn callers into buyers.



Footprints—plastic, self-stick—for sidewalk before your door. They invite customers in!







Talking postcard... brand-new, it's a record that actually plays on TV owners' phonographs! Also, regular advertising postcard. Both tell story of prize contest—help you promote TV Service Month profitably.

GENERAL ELECTRIC



Makes Copies without Carbon!

National has important news for business everywhere! The duplicate copies you see above were made without carbon paper! This is made possible by use of a special paper developed by the research laboratories of The National Cash Register Company. It is called "NCR Paper" (No Carbon Required).

NCR Paper puts an end to irksome handling of carbon paper — inserting, removing, storing.

Saves Time, Avoids Smudges. Faster. Can't smudge copies or fingers.

Making multiple records is now as easy as picking up 3, 4, (or more) forms from a stack and inserting them in a typewriter or business machine. And NCR Paper provides exactly the same advantages when making copies by hand (receipts, sales slips, guest checks, etc.).

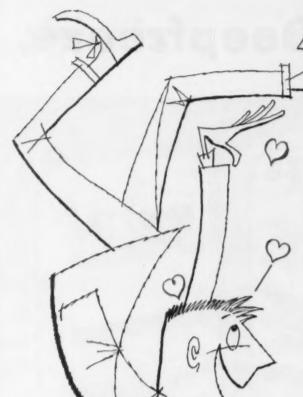
Better Copies. When forms are placed together and written on — by typewriter, business machine, or by hand — clear, clean copies are made without carbon paper.

Ends Carbon Paper Disposal. With NCR Paper, troublesome removal and disposal of used carbon sheets are avoided.

Try the new NCR Paper and be amazed at the new ease, simplicity, cleanliness and time-saving it brings to multiple copying. Contact your local business forms printer for NCR Paper — or your nearby National representative — or write to The National Cash Register Company, Dayton 9, Ohio.



THE NATIONAL CASH REGISTER COMPANY, Daylon 9, Ohio







How to make your customers fall head over heels in love

Show them Emerson-Electric's brilliant new Fantasy line . . . the fans to see for '55!

They're the most beautifully designed fans ever! All of Emerson Electric's famed "lifetime features"—now wrapped up in exciting new Fantasy Designs and Treasure Tones of color that harmonize with any room. Yes, America's most distinguished, most complete fan line is now the fashion line, too. Take a look at them—see why it will pay you well to order Emerson-Electric Fans early!

Write for FREE Catalog 3009, today.

THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.



NEW . . . Emerson-Electric Northwind. Beautiful new oscillators in 10" single-speed and 12" two-speed models. For desk use or wall mounting. Hushtreated for whisper-quietness. Five-Year Guarantee.

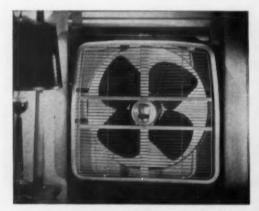
Emerson

of St. Louis



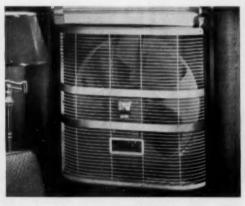
Electric

Since 1890



nun fattill them and red mount

NEW... Two-Speed 20' Turnaround. Wonderfully versatile—as a window fan for exhaust or intake... and as a floor fan! Complements all color schemes. Hush-treated, of course. Five-Year Guarantee.

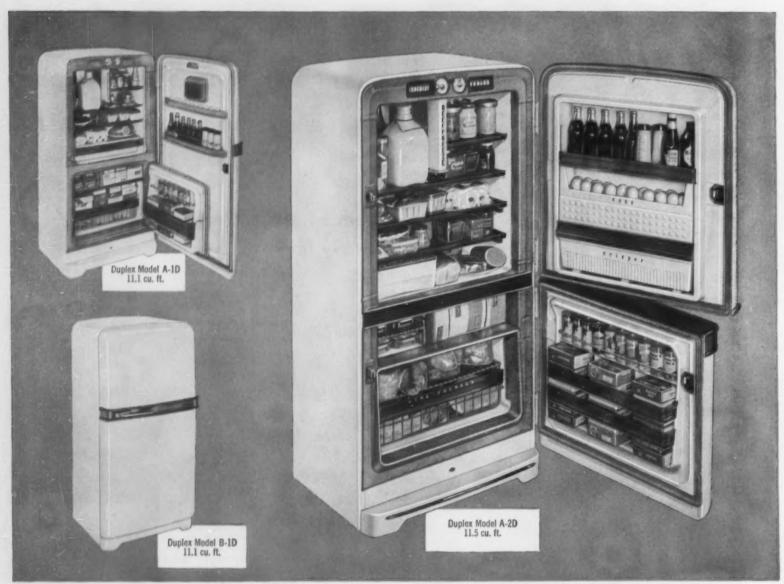


NEW... Two-Speed 16' Window Fan. Treasuretoned to enhance any room. Electrically reversible with current-saving capacitor motor. Recessed switches. Hush-treated. Five-Year Guarantee.



NEW... Low Table Fan, with a "cracked-ice" washable plastic cap. Finish blends perfectly with any interior. Doubles as serving table, circulates air in all directions. Five-Year Guarantee.

If you handle Deepfreeze,



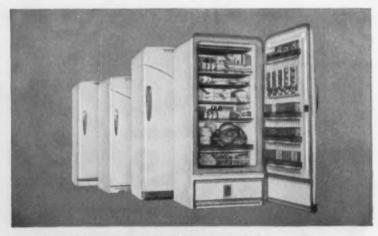
Make a mint with the new Deepfreeze Duplex with dazzling, new Copper-tone styling. Not one, but three gorgeous models in both one- and two-door design. Answers the huge demand for big refrigerating area, cave-size freezer space.



Model F-77 Model F-107 Model G-107 7.0 cu. ft. 9.6 cu. ft. 9.6 cu. ft.

Model A-127

Four great, new Deepfreeze Refrigerators with glamour that'll make customers drool. Glittering new styling, push-button defrosting, large-sized freezer compartment, Dispensador.



Model CU-127 Model CU-167 Model BU-197 12.00 cu. ft. 16.00 cu. ft. 18.60 cu. ft.

Model CU-19

Deepfreeze Upright Freezers with an "Oh" and "Ah" in every feature. Copper-tone-styled models, headed by the sweetest sixteen-footer you ever saw. New, new, and priced so right!

FEBRUARY, 1955-ELECTRICAL MERCHANDISING

this is your golden hour!

If there ever was a best time to have the Deepfreeze sales franchise, that time is NOW! Brilliant, new products and styling, plus a blazing, new sales program, promise profits all the way.

This is the golden hour for Deepfreeze dealers and distributors. You can sense it all about you. There's a NEW feeling in the air.

And, it's true.

Everything is NEW about Deepfreeze this year except its quality and prestige.

For one thing, there's a dynamic, new management, sales and merchandising team at Deepfreeze—a team completely dedicated to helping you sell, and make money.

For another, there's an electrifying, new line of Deepfreeze products that you just know will dazzle even the hardest boiled prospects in your community.

Best of all, as of today, there's a wholly new concept of leadership, volume and profit in the Deepfreeze franchise. From this hour on, the name Deepfreeze means not only the best in home freezers, but also the best in every type of household refrigeration!

This is not a claim; it's a promise. And, you can check the sincerity of this promise for yourself by merely studying these pages.

So, if you do handle Deepfreeze products, NOW is the time to make them the spearhead of your best sales efforts. You are in on the ground floor of a big, big project.

If you don't handle the Deepfreeze line, you owe it to yourself to do something about it, at once. There is always room for an aggressive, enthusiastic dealer.

Telephone, wire, or send in the coupon TODAY!

Deepfreeze.

© 1955 Deepfreeze Home Appliances, North Chicago, Illinois, Makers of genuine Deepfreeze Home Freezers, Refrigerators, Room Air Conditioners, Electric Ranges, and Water Hesters. Specifications subject to change without notice. Deepfreeze Home Appliances also sold in Canada by authorized dealers.



Model C-24

Model C-18 17.80 cm. f Model C-147 13.59 cu. ft.

7.67 cu. ft.

You should see what copper, coral, and cream styling does for the superb, new Deepfreeze Home Freezers! Four stunning models, famous no-sweat cabinets, other spanking-new features. It costs you nothing to look into the Deepfreeze franchise. If you want in, you'd better

A. Rishel, Jr., General Sales Manager
eze Home Appliances Chicago, Illinois
ck: ested. Please send me full details, or have someone call s soon as possible.
Firm Name
Street Address

Sell-up! Everybody <u>talks</u> about it—but look what RCA Victor <u>does</u> about it!



Your customers will come in asking for the new *Highlander*—lowest-priced 21-inch console in RCA Victor history! It brings you such great new features as:

- 1. Oversize 21-inch picture tube
- 2. Aluminized "All-Clear" picture
- 3. Beautiful console styling

From the *Highlander*, it's easy to sell up to the *Radnor*. For a few dollars more, it gives them all of the *Highlander's* features *plus* such luxury features as:

- 1. Spot-illuminated tuning dial
- 2. Three-point "Personalized" tone control
- 3. Built-in phono-jack
- 4. High-fashion cabinet

Again, it's a natural step-up to the bigger-thanlife Brentwood—RCA Victor's lowest-priced 24-inch console. It gives them all of the Radnor's features plus these big extras:

- 1. Aluminized 24-inch "All-Clear" picture tube
- 2. Extra-large High Efficiency speaker
- 3. Luxury cabinet styling

RCA VICTOR more than matches each price step-up with easy-to-show features that people want

Suggested VHF list prices shown, subject to change. Slightly higher in far West and South, Models 215516 and 245529 also available in limed only argined finish, ellebitly higher.

The

Hotpoint

All-New Golden Anniversary

Home Laundry Program



is

POWER-PACKED

... to help you get the lion's share of the fastest-growing market in the appliance business!

POWER-PACKED PRODUCTION!

Hotpourt... now backs you with the newest, most modern HOME LAUNDRY PLANT in the world!

POWER-PACKED PRODUCTS!

...The Dynamic All-New The Point

Hotpout gives you redup's most wanted features...

Real Sales Power for Today's Notices Appliance Market!

POWER-PACKED PROMOTIONS!

Authorizing the all-new Hotpoint Home Laundry Merchandising Program to help you put new SELL in your selling!



Get lined up with your Hotpoint

NEW

POWER-PACKED

PRODUCTION

Hotpoint

BRINGS YOU

NEW

POWER-PACKED

PRODUCTS!

A

POWER-

PACKED

POTENTIAL!

NEW
POWER-PACKED
PROMOTIONS:

All-new home laundre

program.

all the powerful sale

advantages you need to TURN THIS VAST POTENTIAL INTO CASH PROFITS!





World's first pushbutton automatic washer with two separate completely automatic cycles!

The sensational new Hotpoint Super De Luxe Automatic Washer features: New Color-Lighted Pushbuttons for automatic pre-selection of BOTH wash and rinse water temperatures • Two-Cycle WOND-R-DIAL with automatic fill ... Normal Cycle for regular fabrics

—Delicate Cycle for new man-made fabrics • Automatic Partial Load Washing in BOTH Cycles • New One-piece All-Welded Steel Cabinet . . . All-Porcelain Finish inside and out • New Rubber Finned Aquatator • Famous Deep Overflow Rinse • New Fluid Drive.

World's first and finest sealed-chamber dryer no heat, no lint, no moisture...no venting!

The new Hotpoint Super De Luxe Sealed-Chamber Dryer eliminates unsightly venting—can be installed anywhere in the home. Features: Full-Range Temperature Control for every kind of fabric • Automatic Timer Dial pre-selects drying time up to 90 minutes • New All-Porcelain Steel Chassis
—strongest, most durable ever built
• Automatic Safety Cut-Off Switch
stops dryer when door is opened •
Fluorescent Lighted Backpanel • Interior Light • Famous Calrod* Heating Units hermetically glass-sealed.



...the most power-packed home laundry advertising in Hotpoint history!



special and the second second



MAGAZUWA history-manibing color ads in Life, The Sameday Evening Post, Britist Homes & Gordens, American Home, Cook Housekeeping, Magazuw Farmer, Soccessful Farmin, Sunset and Living, For Young Homemakers, 12 Magazines 50 Ads 2, 58 chillion Excellence, 352 Million



ISLEVISION — Powerful Texturedenomitating commentals on the rap rated "Adventures of Orace and Harrier Television Show— Court-To-Court! All America will be as almost the sensational new Automatic Washer and Oryce Honpolar has ready for them! 25 Millogs Impressors Weekly!

... Our Golden Anniversary - Your Golden Opportunit

Distributor now for a profit-packed

A giant stride forward in Hospoint's multi-milliondollar expansion program, the all-new Hotpoint Home Laundry Plant is ready to supply you with all the models you need ... when you need them!

This all-new plant has more than 7 miles of overhead conveyors, more than 460,000 square feet of production space, and the most modern tools, machinery, and equipment in the industry...including the world's largest and most efficient spray processing machine and the world's largest enameling furnace!

Yes, the all-new Hospoint Home Laundry Plant with its tremendously increased production capacity, it

ready to help you step for therehead—with qualityand features that have reached new highs in superiority!

To help you make faster, easier sales, he sure to get in on the New Hotpeint Home Laundry "Dough Fer Demonstrations"
Plan. Have your Hotpeint Distributor explain this plan to you and give you all the profit-packed details of Hotpeint's Power-Packed Program for a big upsurge in your automatic home laundry sales.

The new Hotpoint special, low-cost,

AIR-BLOWER automatic electric dryer

Enables you to sell Hotpoint quality in a new lower cost Hotpoint Air-Blower Dryer! Features: New All-Porcelain, All-Welded Steel Chassis • Automatic Timer • Automatic Temperature Control • Calrod® Heating

Units • Safety Cut-Off Switch • New Wide Screen Lint Filter • New Design Centrifugal Type Blower • New Universal Connection for either 115 or 230-volt operation!

New Hotpoint Launduets give you the right combination for every price market!



For those who want only the finest



for De Luxe features, at popular prices



For budget-priced quality

PLUS ALL-OUT LOCAL DEALER HELP... to give you all the pull-power you need to bring prospects into your store!



DEALTR
ACVERTISMO—Dealer
Ad Mess. Ready to run
add texturing a wide variety or proven retail sales
approaches for your local ad arthropials



Sheet Pasters rendy for your signature to give you localized identification with Hotpoiat's National Home Laundry advertising program.



MOVIS SHORTS — Pull color film utiliers trady to put the power of five agrico a sales demonstrations to work fee you—on a local basis.



Spaikling our and eyecatching Radio and TV spot announcements ready to help you reach everybody in your area.



btsPLAYS — Colocul, brg-impact Washer and Dryer Displays. Lively, hard-hitting, window basters and posters in halling Day Cla



REVAIL SALES

TRAINISES — Full-color sound-slide lidms on Drypers a complete Faces
Book — plus special
Book — plus special
Book — plus special

rtunity

Ju.

cles!

er-

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS

HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

ked home laundry year in 1955!



o the Employee Relations Director

of every American company

LET'S FACE IT ... the threat of war and the atom bomb has become a real part of our life—and will be with us for years. Fires, tornadoes and other disasters, too, may strike without warning.

The very lives of your employees are at stake. Yours is a grave responsibility. Consider what may happen.

When the emergency comes, every-body's going to need help at the same time. It may be hours before outside aid reaches you. The best chance of survival for your workers—and the fastest way to get back into production—is to know what to do and be ready to do it. To be unprepared is to gamble with human lives. Disaster may happen TOMORROW. Insist that these simple precautions are taken TODAY:

Call your local Civil Defense Director. He'll help you set up a plan for your offices and plant—a plan that's safer, because it's entirely integrated

with community Civil Defense action.

- Check contents and locations of first-aid kits. Be sure they're adequate and up to date. Here again, your CD Director can help—with advice on supplies needed for injuries due to blast, radiation, etc.
- ☐ Encourage personnel to attend Red Cross First Aid Training Courses.
- Encourage your staff and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good employee relations—and no greater way of helping America.

Act now ... check off these four simple points ... before it's too late.





DIEHL

1955



Window-Type Ventilators — Manually and Electrically Reversible.

The Prestige Line of Profit-Builders—
a fan for every purse and purpose.
New colorful years-ahead styling—
designed with built-in customer satisfaction.
Sell the best for more and easier sales—
Sell Diehl.



Attic Fans — a size and type for every need.



Air Circulators—oscillating and non-oscillating.





Table Air Circulator
—serves a dual use, it's a fan, it's a table.



Desk and Bracket Fans—residential, commercial and industrial types.



Kitchen Ventilators — both wall cabinet and window models.



Ventilating Fans—ring mounted, direct drive.



Exhaust Fans — types to meet practically every need.

DIEHL MANUFACTURING COMPANY

Finderne Plant, SOMERVILLE, N. J.
District Offices: Atlanta Baltimore Boston Chicago Detroit New York Philadelphia

Well balanced warehouse stocks carried in: Atlanta • Boston • Chicago • Detroit • New York • Philadelphia

One modern picture tube overshadows all others!

Silver Screen 85%

Acclaimed by service industry—Dealers and servicemen everywhere acclaim the "Silver-Screen 85." Sylvania's revolutionary "Silver-Screen 85" is the one modern picture tube that overshadows all others.

Super-performance plus—Only Sylvania's "Silver-Screen 85" combines these three outstanding design advances: (1) Silver-activated screen (2) Super-aluminized reflector, and (3) Precision-focus electron gun. Together, they achieve a picture, so clear, so sharp, that only professional motion pictures can duplicate it.

Overwhelming consumer reaction—Already, TV set owners across the nation are asking for the Sylvania "Silver-Screen 85" by name. And the demand is pyramiding.





The "Silver-Screen 85" story is reaching millions of TV homes each week through Sylvania's top-rated TV show, "Beat the Clock."

Silent salesmen work for TV service

-Thousands of the "Silver-Screen 85" consumer booklets are being read by TV set owners who have written to request them.

An even greater number are requesting them

from progressive dealers and servicemen who display the Sylvania service sign. This

is Sylvania's way of including you in its national advertising program. Leave a copy of the booklet on each new service call and experience the magic of national advertising right in your own business!



Good way to build "good will"—You can build customer confidence and repeat business by stocking and selling Sylvania's great "Silver-Screen 85" picture tube. You're assured of customer satisfaction because your customers are pre-sold on the "Silver-Screen 85." And Sylvania puts the name on the face for your double protection. "Silver-Screen 85" customers stay happy too, because they get better-than-ever performance from their old TV sets.

A built-in profit bonus—Every "Silver-Screen 85" you install means extra profit because you offer the finest performance money can buy. And there's a full line of "Silver-Screen 85" types in the most popular sizes. Start cashing in on America's demand for television's most modern picture tube. You just can't miss!

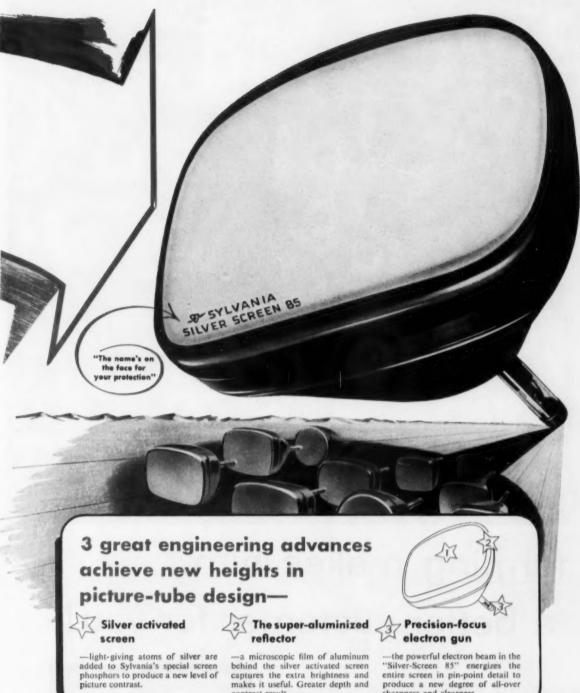
SYLVANIA ELECTRIC PRODUCTS INC. 1740 Broadway, New York 19, N. Y.

In Canada: Sylvania Electric (Canada) Ltd. University Tower Bldg., St. Catherine Street Montreal, P. Q.

LIGHTING . RADIO . ELECTRONICS TELEVISION . ATOMIC ENERGY

A complete package of promotion aids for your use, including window display and streamers, postal cards, bill inserts, radio spot announcements, and TV films.





-a microscopic film of aluminum behind the silver activated screen captures the extra brightness and makes it useful. Greater depth and contrast result.

—the powerful electron beam in the "Silver-Screen 85" energizes the entire screen in pin-point detail to produce a new degree of all-over sharpness and clearness.

Keep your eye on

SYLVANIA

...fastest growing name in sight



Better farming makes him a better customer for you!

Top farmers produce twice as much per acre, twice as much per man, as average farmers—and they buy twice as much to live twice as well. Our job is to keep top farmers abreast of the best—and to help more farmers become top farmers.

That makes more top customers for you. For what you sell is needed to achieve better farming.

Better farming and better farm living . . . more sales to more prosperous farmers—that's what Better Farming means!

Now Country Gentleman's name and aim are the same

Better Farming

A Curtis publication

"the real best sellers of '54"... forecast the sales leaders of 1955!

Survey after survey shows Magic Chef leading in consumer gas range preference and sales. These surveys point to a profitable tomorrow for wise appliance retailers, who are concentrating their inventories around the sales leaders.

ONLY ONE has the name Magic Chef... For more than half a century this name has meant the finest in gas cooking. The mother-daughter tradition of Magic Chef assures continued consumer preference... a brand people know and trust because "more women cook on Magic Chef than on any other range."

ONLY ONE sells like Magic Chef ... Magic Chef leads the field in features that sell . . . such as the Red Wheel Regulator, Swing Out Broiler, "magic flame" Uni-Burner with Magic-Lite . . . these and many more give Magic Chef retailers the competitive edge to help close the deal fast and at a profit.





AMERICAS FINEST FREEZER
NOW
AMERICAS FASTEST SELLER

4 REASONS WHY BEN-HUR leads the sales race!

- NO OTHER FREEZER offers the tremendous dollar-saving values of Ben Hur! With every Ben Hur purchase, your customer receives FREE a complete Home Freezer Management Course in buying and freezing foods from a factory trained home economist. No matter where she lives, city or farm, she gets the course free—and in her own home. Offered exclusively by Ben Hur, this course is guaranteed to show her how to make her new freezer pay for itself with savings on the family food budget. A real dollar saver for the customer—a real sales clincher for you!
- 2 FREE PREMIUMS . . . now with Ben Hur Freezers . . . nationally advertised traffic appliances. Nothing brings out the "Buy Now" in your customers faster than these valuable gifts. Another reason why sales hit the top with Ben Hur.
- 3 ADVERTISED and promoted nationally and in your market. Your sales will sky-rocket through Ben Hur's advertising. Heavy use of television, newspaper, radio, direct mail, magazine, and display help you boom sales. Promotions work for you in Ben Hur Freezer Week, Model Chariot Premiums, Store Demonstrations, School Demonstrations, Home Freezer Management Course, Referral Sales, Use the User Plan. All designed to create traffic! Make sales! With Ben Hur, you have sales strength behind you!
- 4 BEN HUR—FIRST WITH COLOR! Ben Hur starts the modern trend with freezers in exciting colors to match and enhance the beauty of your customer's home . . . a big sales booster for you this year.
- PLUS the greatest dealer incentive program ever offered! You and your wife can win a trip to Europe, Hawaii, Bermuda, Miami, New Orleans, Mexico, with all expenses paid. Other dream vacations, too, plus merchandise prizes. Everybody wins with Ben Hur.

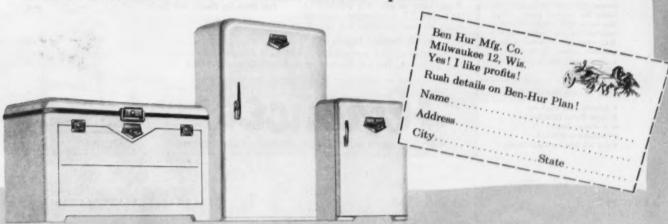
Clip the coupon! Mail it today! Get all the facts about the *new* Ben Hur. Priced for volume sales at a profit.













The Florence Range "Governess" MAKES YOUR COOKING OBEY

Greatest Range Convenience Feature Ever Invented

The "Governess" holds tempera-tures exactly from 200° to 400° ... automatically! A sensing ele-ment, in the center of the fifth ment, in the center of the fifth burner, measures the temperature inside the cooking vessel. When the selected temperature is reached, the gas flame cuts down. Thereafter any variation in tem-perature, either up or down, is automatically corrected by the "Governess."

Other Famous Florence Features

- Exclusive 3-wey Rongo Top
 Harper Wymon Alitrel Burners
 Hi-swing-out Breifer
 Florence Rote-Broiforcue
 Cest Iron Oven and Broifer Burners

New thermostat-controlled fifth burner automatically maintains selected cooking temperature.

It's here...a Florence exclusive...and the greatest sales story in the industry for you...the Florence Gas Range Governess!

A Completely New Unit

The Governess is a new applica-tion of heat control to open flame cookery. And it gives you the biggest gas range sales fea-ture in 40 years. Field tested for the last two years, the Florence Governess has PROVED itself NO SERVICE PROBLEM.
And, best of all, it's PRICED TO SELL! Governess models start as low as \$269.95, retail.

Terrific National Support

32 million selling messages . . . full pages in Better Homes &

Gardens, Good Housekeeping, American Home, and House-hold . . . will bring women into your store to see this marvelous new way of cooking. Be ready to sell them any of the 19 beautiful models in the Florence line. From the 20-inch Rangette and the 30-inch Spacesaver to the magnificent 36 and 40-inch ranges, (Governess available on four models), Florence gives you the hottest line for '55, with the greatest selling feature.

Full Mark-Up Means Full Profit

You enjoy competitive price, without sacrifice of margin, with Florence. Commercial Credit Dealer and Consumer Finance Plan available.





SINCE 1874 RANGES

PLOSENCE STOVE COMPANY, MERCHANDISE MART - CHICAGO





GREAT NEW G-E TV PRICED TO

New low prices on new G-E LO-BOY TV!

Now from General Electric-new models to blanket every prospect!

For your high-end prospects-the new G-E Lo-Boys! Reading-angle viewing, stand-up tuning. G-E Aluminized Picture Tube...G-E Glarejector...Twin Dynapower Speakers-every Ultra-Vision feature. The line...

VOTED BEST 7 to 1 NATIONWIDE!

The picture your public prefers! Voted best in 108,792 actual side-by-side showdowns with leading makes.

ADS ALL OVER. LIFE! LOOK! COLLIER'S! 6 OTHERS!

Spreads and color pages! Coast-to-coast TV every week -"The Ray Milland Show." Radio and newspapers. Merchandising help right through the year...everything!

G-E "PACERS" from \$129°5 lowest in TV history

Only low-priced TV that has all big-set "must" features for top performance! G-E quality...G-E performance. A G-E thorobred from Electronics Park-headquarters of electronic progress!

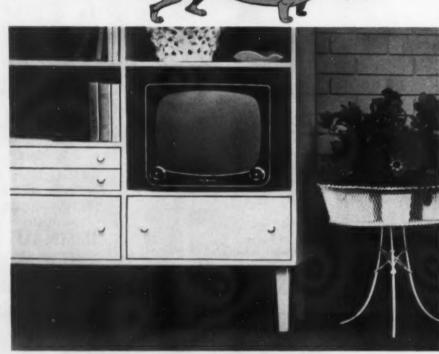
ONE SUPPLIER ... ONE HANDLING ... ONE BILL...

And prompt delivery. Less detail-more profit for you. Why risk multiple-inventory loss when one line is styled for every taste...priced for every pocket? General Electric Company, Radio & Television Dept., Syracuse, N. Y.

Sensral Electric Commandy Theolog presents
"THE RAY MILLAND SHOW" IV-(25-Weekly

Prices include 1-year warranty on picture tube, 90 days on parts. Subject to change without notice, UHF and bases for table models at slight additional cost.





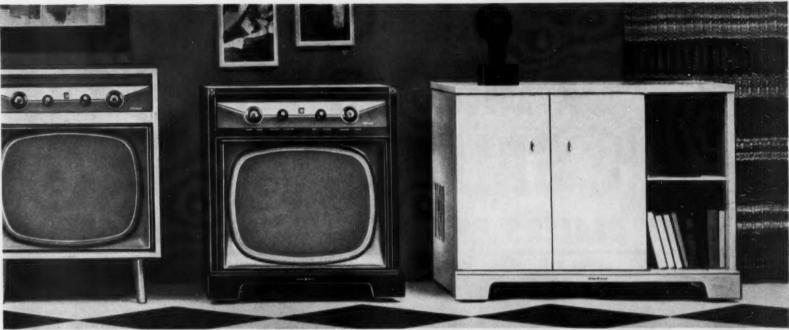






FEBRUARY, 1955-ELECTRICAL MERCHANDISING

LINE UP EVERY PROSPECT!





First TV with reading-angle viewing, stand-up tun-ing! So much in demand last year they had to be allocated! Four superb new blonde and mahogany Lo-Boys. Plus two new G-E Ultra-Vision Consoles and an Ultra-Vision Consolette.



Model 21C40









Model 21T33



Cabinets that actually fit into shelves! New "roundthe room" viewing angle . . new, improved self-focusing picture tube . . new longer-lasting G-E 600 milliamp electronic tubes throughout. Ten models in all. From \$129.95 retail.

Progress Is Our Most Important Product







We're not blowing box car percentages out of our stack!

BLACKSTONE NETS 71.76%-SALES GAI

GIVES DEALERS BIGGEST SALES INCREASE

Industry's comparative sales figures for '53-'54 show:

- Blackstone's Automatic Washer sales increased over 4 times more than average brands!
- Blackstone's Automatic Dryer sales increased 3 times more than average brands!
- Blackstone's Wringer Washer & Automatic Ironer sales more than held its own with a healthier sales percentage than average brands!

Now with ever greater, continuous stepped-up promotional activities...a rapidly expanding network of selected Dealers...Blackstone's sensational line-up of exclusive sales-closing features...you can expect '55 to be the BIGGEST Blackstone year yet!

JAMESTOWN, NEW YORK

America's Oldest Manufacturer of Home Laundry Appliances

HERE'S WHY DEALERS FIND BLACKSTONE GOOD BUSINESS!

- Blackstone gives you healthy, profitable margins! Blackstone gives you models for every taste, pocketbook! Blackstone gives you exclusive features for easier selling!

- Blackstone gives you superior construction to cut costly service calls, complaints! Blackstone's selective Dealer policy eliminates destructive price-slashing!















3 50

Medium Priced Washers with Deluxe Wringer Features!

Semi-Automatic Washers at an Amaz-ing Low Price!

Finest Automatic Washers in the World Today!

Blackstone's World Famous Complete Home Laundry Units!

Only Atlas has all three!



Model PB 20 3 speed 20" fan

with all of these outstanding selling features...

- 1 Portable
- Reversible
 - "Twist-of-the-wrist" installation

Models available from 12 through 30 inch size. Write for complete information.



Patented Atlas Exclusive! Mere turn of the crank locks separate fan frame securely in any window without tools, brackets or marred woodwork. Truly instant installation.

NATURAL BRIDGE

ST. LOUIS 15, MISSOURI



FINANCIAL AID TO HIGHER EDUCATION

Business Aid for Our Colleges – Voluntary or Involuntary?

Previous editorials in this series have shown that:

- As a group the nation's independent, privately endowed colleges and universities are in grave financial trouble, and
- There are many different means by which business firms can extend a helping hand to these institutions.

This editorial, one of a series devoted to the financial problems of higher education, submits this proposition: If business firms do not voluntarily go to the financial aid of higher education, there is every prospect that they will soon be providing more financial support for higher education involuntarily, through taxation.

If this prospect materializes, one of the basic elements of a well-balanced system of higher education—a strong array of independent colleges and universities—may well be dangerously weakened if not destroyed. And in the process a potentially crucial bulwark for freedom of enterprise in the United States—that same strong array of independent colleges and universities—will be undermined.

Acceptance of these propositions implies absolutely no disparagement of tax-supported colleges and universities. These have an indispensable role in the total system of higher education in the United States. Leaders of these

institutions would be among the first to agree that their position is strengthened by a strong system of independent institutions, supported privately rather than by political agencies.

What is the evidence that in one way or another, voluntarily or involuntarily, business will be giving more financial support to higher education? One impressive part of this evidence is provided by the recent rapid increase in the proportion of college and university students attending tax-supported institutions.

Rapid Shift in Enrollment

In the fall of 1952 tax-supported colleges and universities enrolled about 7.5 per cent more students than the independent institutions. In 1953 this percentage was doubled. And in 1954 the tax-supported institutions enrolled 26 per cent more students.

In the case of students entering college for the first time the relative growth of the tax-supported institutions recently has been even more striking. In 1952, the number of beginning students in the tax-supported schools, as reported by the U. S. Office of Education, exceeded those in the independent colleges and universities by 35 per cent. In 1954, just two years later, this figure jumped to 49 per cent.

Why has the proportion of students attending tax-supported colleges and universities been increasing so rapidly? There are many reasons. But a dominant reason is that, in order to keep going at all, the independent institutions have been forced to make large increases in the prices they charge for instruction. The purchasing power of their endowment funds has been cut in half by price inflation. The capacity of the wealthy to supplement their endowments by gifts, as they have done in the past, has been greatly reduced by high taxes. As a result these schools have been forced to rely increasingly on higher prices for instruction (tuition as it is called in academic circles) to make both ends meet.

Since 1940, the independent colleges and universities have raised their tuition fees by an average of about 60 per cent. This is considerably less than the increase of about 100 per cent in prices generally since 1940. And it is nowhere near enough to prevent the faculty members of the independent colleges from faring miserably in terms of salaries, a matter of major national importance to which we shall return in this series. But the increase in tuition fees of the independent colleges has been much greater than the increase in the fees charged by the taxsupported schools. And that price differential increasingly tends to shunt students into the schools which are supported chiefly by taxes. Independent colleges now charge, on the average, about \$580 per year for a full course of instruction while the tax-supported institutions charge, on the average, about \$240.

Bigger Tax Bill in Prospect

A large increase in the total enrollment in our colleges and universities during the next decade is in prospect, particularly when the great increase in births during World War II is reflected in the number of young men and women of college age. With a total of 2.5 million students at present enrolled in our institutions of higher learning, it is estimated that the total will be over 3 million by 1960.

If this trend continues most of the anticipated increase in college and university enrollment will be concentrated in tax-supported institutions. Indeed, if the shift toward tax-supported institutions that has occurred in the last three years were to continue over the next six years at the same rate, about two million of the three million students anticipated in 1960 would be in tax-supported colleges and universities and

one million in independent schools. In 1950 there was a 50-50 division in enrollment. This shift would mean, of course, a corresponding increase in the tax bill for tax-supported education. And of this bill, we can be sure that an ample share would be assessed against business firms.

No Easy Solution

The best way, of course, to put a brake on a soaring tax bill for higher education is to help the independent institutions get in shape financially to carry a larger share of the student load. For most companies the development of a mutually satisfactory program of financial aid for higher education is a complicated process. In fact, it is so complicated that some companies with an initial disposition to provide financial help are inclined to despair of working out a mutually constructive plan.

If, however, the leaders of business will contemplate seriously the only available alternative to their extending voluntary help to our independent colleges and universities, their determination to work out a plan will be strengthened. For that alternative involves a grave weakening of our system of higher education, together with an involuntary increase in the financial support of higher education by business. The increase would come through higher taxes. Contemplation of such an alternative should, if necessary, toughen the will of business firms generally to do everything possible to extend financial help to our independent colleges and universities.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nationwide developments that are of particular concern to the business and professional community served by our industrial and technical publications.

Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.

Donald C McGraw

McGRAW-HILL PUBLISHING COMPANY, INC.



"Our dealers...much impressed with plan"

say MR. MAURICE GRABELL (left) President, and MR. IRVING D. LYONS, Vice President and Treasurer of Grabell-Lyons, Incorporated, busy Crosley-Bendix distributors, of Hartford, Connecticut.

You can definitely list us as enthusiastic supporters of the Commercial Credit Plan. It certainly gets our whole-hearted approval as it now operates. Our dealers are much impressed by the quick service on their retail paper and they make good use of Commercial Credit's complete merchandising plan. We have found

COMMERCIAL CREDIT'S local office people most cooperative."

COMMERCIAL CREDIT DEALERS ARE Successful Dealers

A letter or call to your nearest Commercial Credit office will get you speedy and expert help with your financing problems. Why not call today?



CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore... Capital and Surplus over \$170,000,000... offices in principal cities of the United States and Canada.

Electrical Merchandising

The **Fabulous** Air Conditioning Boom

In 1954...

In 1955....

Not So Fabulous ...But Just As Big

- A cool summer holds sales below expectations and leads to price-cutting, dumping, and a heavy carry-over inventory
- But overlooked is the fact that the industry still set new records for factory shipments and that retail sales jumped 25 percent over 1953
- Also being overlooked: nothing that happened last year has reduced the industry's ultimate potential-it's still big . . . and fabulous

By TED WEBER, Jr.

THE road was rough and the ride unpleasant on the air conditioning bandwagon last

So rough and so unpleasant, as a matter of fact, that many retailers are quite frank in asking whether the trip was necessary-and wondering whether

to undertake it again this year.
This process of disillusionment with an industry which has had a bad year isn't a completely unknown phenomena in retail circles but in the case of room air conditioning there are complicating factors. These revolve around the generally accepted thesis that room air conditioning needs the mass distribution and merchandising know-how of the specialty appliance dealer. That's because:

- 1) despite the phenomenal growth of the product, it is still far from an impulse item and in many areas and among many income groups it will take specialty selling as well as the inherent appeal of "hot weather comfort" to move the product.
- 2) room air conditioners got their fast start in warmer metropolitan areas where, in some cases, non-appliance outlets could find sufficient volume to remain air

conditioner specialists. But to tap the entire potential ahead of the industry, distribution must reach out into non-metropolitan areas and more moderate climates.

It's all very well to point out here that the year just past was a highly unusual one and that mild weather complicated a number of factors which in themselves might not have been critical. Appliance dealers listen to this explanation with varying degrees of interest, but many of them suspect that the mild weather was only the final blow, that overproduction and overcrowding in the industry were the real villains. More important, they suspect-perhaps without any real justification-that the manufacturer could have done something to avoid or alleviate the condition.

The unfortunate outcome of all this is that the industry, having set production and retail sales records during 1954, finds itself facing 1955 with some of its very good dealers thinking like this:

"The industry has done a sorry job on introducing a new appliance. "This is a business?"

"Something is very wrong."

"My room air conditioner volume could be larger but I have the unusual

MORE

THE AIR CONDITIONING BOOM (continued)

desire to make a profit. . . . when I sell products . . ."
"It does not pay to promote. . . .

too much price cutting.

"Unless manufacturers get on the bandwagon to clean up a rough situation the air conditioning business will never be attractive to the better appliance dealer."

(The opinions above were offered members of Electrical Mer-CHANDISING'S dealer panel in filling out this year's air conditioning survey. For the complete story of that survey see page 86 of this issue.)

A good deal of this can be dismissed as no more than the usual dealer griping. But the volume is unusual, the comments are in some cases exceptionally strong and, in two cases at least, the dealers are taking steps to sell the customer away from air conditioning. One retailer reported that he had switched all but one cus-tomer to window fans "and that one is angry now because he bought an air conditioner down the street for 30 off and a month later found he could have gotten it for 40 percent Another dealer has taken on a line of small packaged units and is selling them rather than room air conditioners.

Mending Fences

Thus it becomes apparent that the industry's top problem in 1955 may well be one of mending its own fences. That this will be far from easy, particularly with extremely heavy carryover inventories on hand, goes without

What's needed to do this is a frank appraisal of where the industry stands today and what the future holds in store for it. Most manufacturers think that an honest consideration of these points should more than offset any retailer's doubts-and in this they are joined by many marketing experts.

A good example of how muddy the thinking is about room air conditioning right at this moment is the fact that most people look back on 1954 as a time of mild weather, lagging sales—and a resultant record-breaking carry-over of inventory.

Seldom mentioned is the fact that despite all these tribulations the industry shipped and sold more units than ever before, that sales at retail probably went over the million mark and that this was a level a full 25 percent better than any ever before achieved.

It's very true, of course, that almost everyone in the industry expected that 1.3 or 1.5 million would be sold and that the previous record would be broken by 50 percent rather than 25 percent. Almost everyone in the industry based production plans and sales quotas on the more optimistic of the two guesses and that's why the producers are left with inventory and the distributors and dealers regard 1954 as a disappointing year-to give it the kindest of the many names applied to it.

But the fact that the industry can come out of a record-breaking year with only recriminations to show for the experience is only one of the para-doxes you can find in the room air conditioner field. The most fundamental one is simply this: most of the industry's troubles stem from its inherent appeal and promising future.

Business Too Good?

Simply put, business was too good and too easily come by in the room air conditioner industry during 1952 and 1953. The spiraling sales totals led more and more firms to enter the business. Particularly was this so in 1953 when hot weather helped push sales totals far, far beyond even the most optimistic projections. When over 100 firms began marketing units in the spring of 1954 trouble was obviously just ahead unless-

- (1) the nation was in for an ex-
- tremely hot summer, and
 (2) an adequate retail structure could be set up overnight.

The first requirement was out of human control and the second beyond human capabilities.

The disastrous effect of mild eather could have been eased somewhat had the industry's distribution structure been sounder. But even among the biggest and longest-established of room air conditioner manufacturers market coverage is incomplete and many distributors and dealers do only a surface-scratching job of promotion and merchandising.

You cannot escape the effects of the interworking of causes behind last year's debacle. The immature dealer structure might have survived the year without price-cutting had not the weather remained cool in the spring and sales lagged. A psychology of fear took hold and dumps were on. Some manufacturers did the same thing. There can be no assigning the blame on a single group-manufacturers, distributors or dealers. Each made their contribution to the unhealthy climate.

However, establishing just who is really responsible for the present state of the market is not of prime impor-tance at the moment. More significant are the lessons the industry has learned from its 1954 experience. If they are combined with a realistic appraisal of the market, these lessons can point the way to a somewhat saner approach to the market in the future.

Just where does a "realistic appraisal" of the market begin? The obvious answer is to chart statistically just how big the industry has grown, how long it has taken to reach its present growth, and what the prospects are for future growth.

How Big Is It

Charting the physical profile of the room air conditioner industry is not an easy job. The industry is young and volatile and the two characteristics complicate the statistics. The industry is only now producing regular monthly figures on factory shipments. But in a business like this where inventories are often more important than shipments and where retail sales can become almost unrelated to factory shipments, these fig-ures don't tell the complete story. Nevertheless they do provide a yardstick by which the industry's growth can be measured.

Factory shipments in 1946, when the industry was really born, were only about 30,000 units. In 1954, nine years later, this figure had multiplied 40 times over and factory shipments were 1,200,000. In both 1953 and 1954 factory shipments were higher than for the seven previous years (1946-1952) combined.

The dollar volume figures are just as impressive-though somewhat misleading since they are computed in terms of "list price." In 1954 the dollar volume (at retail) of the factory shipments of 1.2 million units came to \$419 million. Only refrigerators, television and washers racked up a bigger dollar return in the applianceradio-TV field.

These 1954 figures are not, of course, the limit of the industry's growth, but a momentary pause is in order to consider the fact that a business which was born in the post war year and at that time had a dollar volume of less than \$20 million, has grown to become a dominant factor in the consumer goods field.

It's only logical to wonder how this rapid growth compares with that of refrigerators, home laundry equipment or TV. Such comparisons are, however, difficult to make and produce somewhat misleading results. Television, for example, enjoyed an even more fantastic growth but TV was, after a year or two, a "demand" item rather than an item which requires specialty selling.

In comparing air conditioning growth with that of refrigerators or washers you are comparing two different stages in the growth of consumer goods. It's true that it took refrigeration 11 years to go over the million figure after the industry had reached the 18,000 level. But the market was smaller and the whole buying climate was different. In the case of washers it took 19 years to reach a million, if you begin counting from 1916 when the industry produced 70,-000 units.

Still, allowing for the differences in the buying climate, it seems certain that no other appliance (and this of course excludes TV) has ever had such rapid growth, or has passed the million mark by tripling the previous year's figure of 365,000. That achievement, attained in 1953, lured many firms into the business and produced in the minds of many an almost fantastic vision of the future. The more modest gains in 1954, coupled with all the bad publicity the industry received during that year, have caused many people to lose sight of the future.

How Much Bigger

There are no really definitive studies of room air conditioning's future growth potential but there seems to be some agreement that volume will rise to two million units a year be-

fore leveling off. Late last fall George Jones, managing director of the Air Conditioning and Refrigeration Institute, told the annual meeting of the IAEL that sales would "level off within the next three or four years somewhere in the neighborhood of two million units per year. Writing in the November 1, issue of Electrical World, a McGraw-Hill publication, John R. Hertzler, formerly vice-president of York and now operating a consulting practice, said that sales would "increase to an annual rate of about two million unit sales per year, which would level off in 1957."

Not Beyond Reason

Such a projection is not hard to imagine. An annual increase of less than 20 percent each year would boost factory shipments over the two million mark by 1957. Factory shipments in 1954 did not increase by that much but retail sales did (gaining an estimated 25 percent over 1953 sales).

There are other guesses as to the future and some of them project an even bigger ultimate potential. One firm estimated that from 1954 to 17 million additional units would be put in use.

In its study of the air conditioning market over a year ago, Fortune magazine offered a set of projections by Dr. Louis Ridenour in which it was estimated the industry would sell over a million units in 1954, almost two million in 1955 and 3.4 million in 1957. Although Dr. Ridenour's projection for 1954 was correct, there are few people in the industry today who expect to hit the 1955 and 1957 figures he mentions.

As outlined here last year ("The Fabulous Air Conditioning Boom,' February, page 59) the basis for these rosy dreams of the future lies in the type of markets open to room air conditioners. To be sure, year round systems will offer more and more competition as they are further developed and the cost is lowered. And in the new home field, room air conditioners fact an extremely tough fight to make headway against built-in types of cooling (although new types of room units now on the market appear to have more appeal to the builder.)

The fact remains: in many, many existing homes, room air conditioners are the only practical way to enjoy air conditioning. Nor is the market limited to one unit per home-or even to homes themselves. The possibilities of multiple ownership are overwhelming. One firm recently revealed that out of 100 homes with room units, 38 had more than one. Survey after survey indicates that owners of room air conditioners plan soon to add Frigidaire's survey others. showed multiple installations in 38 out of 100 homes also indicated that, in 30 percent of the multiple unit homes and in 40 percent of the single unit homes, additional units were to be purchased.

As for non-residential uses, this (Continued on page 112)

HOW THEY REACHED A MILLION

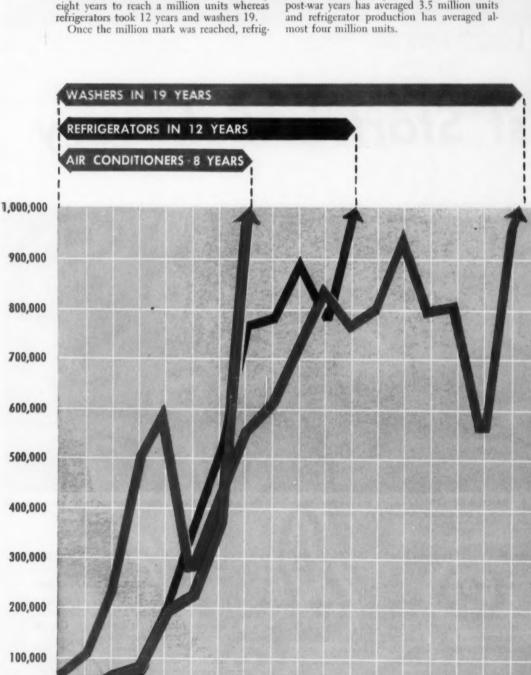
... And What Happened Then 🛊

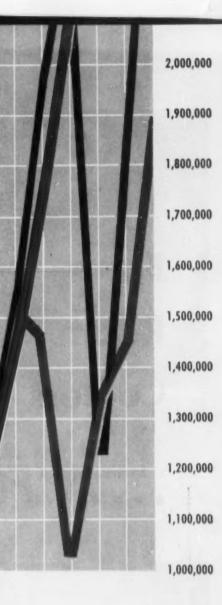
The chart below shows the paths which the refrigeration, washer and room air conditioner industries took to reach the figure of a million units per year—and what happened thereafter in the case of refrigerators and washers. In each case, there was token production in the years prior to the starting dates shown above (1922 for refrigerators, 1916 for washers and 1946 for room air conditioners) but the three dates mark the approximate beginning of real mass production in each industry. The chart shows that it took room air conditioners only eight years to reach a million units whereas refrigerators took 12 years and washers 19.

erator production shot abruptly upward, passing the two million mark in only four years. It is interesting to note that most industry guesses agree that room air conditioners will parallel this upward path as far as the two million mark. If you project an annual gain of 20 percent, room air conditioners will hit 2.1 million by 1957.

2.1 million by 1957.

Because of space limitations the chart does not show the sharp post-war growth in the washer and refrigerator fields but it should be noted that washer production in the nine post-war years has averaged 3.5 million units and refrigerator production has averaged al-





WASHERS

All Time High 1950 — 4.3 Million

REFRIGERATORS

All Time High 1950 — 6.2 Million

> ROOM AIR CONDITIONERS

Estimate For 1957 — Over 2 Million

For Room Coolers



SALESMEN for Central States Distributors, St. Louis, start selling room coolers in February, carry new models around in their cars to show to dealers.

... A Fast Start in February

THE rush hour in a restaurant has a parallel in the rush hour of the room cooler business. In May, June and July—within three hot months—80 percent of the year's sales are made.

No manufacturer during the preceding twelve months could produce and warehouse the volume of air conditioners needed for this short season. No distributor could finance and keep in his shop a stock big enough to take care of the demand when it breaks. The dealer must be persuaded to take his inventory in advance and get ready for the season.

For this reason, the name of Elmer Sanders of the Central States Distributors, Inc., St. Louis, will go down

in appliance history.

Elmer has found a way to get the dealer to cooperate.

He does it this way: On last February 7, when St. Louis lay in the throes of winter, Central States started advertising room coolers. It pointed out that in 1953 in St. Louis there were 70 days with 90 degree temperatures—that it would happen again. It suggested that citizens order room coolers in advance. As pay for anticipated need, a free wiring circit was included in the deal, plus two years free service.

in the deal, plus two years free service.

Central States' four salesmen were out in the midst of winter carrying Vornado room coolers in the trunks of their cars. Dealers interested were given a look through the plastic top of the room cooler, told the mechanical story. They were shown the coming advertising campaign. By ordering



4 ONCE A DEALER has bought the program (and some units), Central States salesmen go out to his store and take care of the window trimming and displays.

in February, they would be given June 1 dating.

Bang-It's Done

Dealers who saw the advertising, the product and the plan, and signed up, were agreeably surprised by the prompt appearance of the Central States salesman with a service man. He put in a window display set up a room cooler, installed a demonstrator with plexiglas top, gave coaching to the sales force every two weeks.

St. Louis dealers were not overloaded. A display model plus one or two pieces for delivery on a ten unit basis was the typical deal.

The amazing thing was that the display was gotten in, right on the button, ahead of the season. If dealers had been left on their own, they would have come around to breaking open the packages when hot weather arrived. With Central States men doing the job, the set-up took place immediately, in time with the advertising

offering and advance season proposition.

185 Units Sold Presenson

Some 185 units were sold and installed by May 1. Installation, incidentally, is done by the Central States

Elmer Sanders' thinking is that the retail appliance world has changed and dealers must get back to the principles that put them over in the 30's. Many retailers have become flabby from the



A PLASTIC top lets salesman Charles V. Wade, Jr., show a dealer prospect the mechanical construction and features of the then-new 1954 models.



THIRD STEP in selling dealers on the pre-season program is to show them samples of the advertising that will sell consumers before the hot months.

Because no distributor can afford to stock all the air conditioners dealers will need, Central States Distributors gets dealers to buy them early—then helps sell them ahead of the season



A SERVICEMAN from the distributor sets up each dealer's demonstrator on the floor and makes sure that it operates properly.



COACHING the sales force every two weeks is part of the program. Here Wade gives lesson to Carolyn Meyer and Louis Adragna of Standard Furniture.

past decade of easy selling. Some of the older ones who have made money have been softened up so that they never will stage a comeback. Only about 18 to 20 percent of St. Louis appliance dealers can be revived in today's tough market, Elmer Sanders thinks. The younger men, 28 to 45, have the ambition.

The Sanders' philosophy has always been that dealers must be buttoned up, that the distributor must play the quarterback. Beginning with Ironrite, the firm distributes only four appliances, and concentrates on them.

The firm has always been strong for a follow-up on each customer sale, and \$2.50 is set aside to pay for a call from a demonstrator on each Ironrite and Hamilton dryer order reported by dealers. No home call is made on Vornado room coolers, which are installed by the Central States service department, with the dealer allowing \$30 for delivery and installation.

A market for room coolers in St.

Louis is shaping up, he says. There have been two years of hot weather, and the market is becoming room cooler conscious. Mass buying is growing, and it is well known that the mass buyer always prefers a nationally known product.

\$15 Allowed for Free Wiring

The free wiring allowance given with room cooler sales in advance of the season is \$15. It covers Romex or BX from the meter loop, extending

20 to 25 ft. Central States sends its

own electrician. A 220 volt line is provided if possible with the panel.

Sales in St. Louis run 4 percent ½ ton models, 56 percent ½ ton, 30 percent 1 ton, and 10 percent 1½ ton.

With room cooler sales at dis

With room cooler sales at distributor level promising to run into big volume in the future, the Sanders thinking of how to get business rolling early may be summed up in Napoleon's motto: If you want a thing well done, do it yourself.

42% of Dealers Sold More than 20 Units in '54

		any did I in 1953?	/	any will I in 1954?
Number Sold	Number Dealers	Percent Dealers	Number Dealers	Percent Dealers
0-5	41	26.12	23	14.65
6-10	31	19.75	35	22.29
11-20	31	19.75	29	18.47
21-30	15	9.55	21	13.37
31-40	10	6.37	10	6.37
41-50	5	3.18	8	5.10
51-100	9	5.73	14	8.92
Over 100	12	7.64	13	8.28
No Answer	3	1.91	4	2.55
Total	157	100%	157	100%
Total 21 to	51	32.47	66	42.04

Year-End Inventory Grew a Little

3	How many did you have in inventory	4
	at the end of 1953?	

1	How many w	ill you
•	have in inv	entory
	at the end of	1954?

How did this compare with the number of Refrigera-

Number in Inventory	Number Dealers	Percent Dealers	Number Dealers	Percent		
0-5	124	78.98	105	66.88		
6-10	20	12.74	33	21.02		
11-20	8	5.09	10	6.37		
21-30	-	-	2	1.27		
31-40	_	_	2	1.27		
41-50	***	-	1	.64		
51-100	_	_	-	_		
Over 100	1	.64	-	_		
No Answer	4	2.55	4	2.55		
Total	157	100%	157	100%		

Most Sales Are to New Owners

What percent of sales were made to people owning a Room Air Conditioner?

Percent of Sales	Dealers	Percent
0-20%	140	89.17
21-40%	9	5.73
41-60%	3	1.91
61-80%	-	***
81-100%	1	.64
No Answer	4	2.55
Total	157	100%

85% of Dealers Carry Three Brands or Less

8	How	many	Room	Air
	Cond	ditioner	Brands	did
	vou	COFFY (during 19	954?

Numb

One
Two
Three
Four
Five
Six
Seven-Ten
More than
No Answer

you co	you carry during 1954?			tor brands you		
er nds	Dealers	Percent		Number Dealers	Percent Dealers	
	62	39.49	Fewer R.A.C. brands	27	17.20	
	50	31.85	About the same number	90	57.32	
	22	14.01	More R.A.C. brands	34	21.66	
	8	5.09	Don't carry Refrigerators	1	.64	
	4	2.55	No Answer	5	3.18	
	1	.64	W	157	100.0%	
n-Ten	1	.64	Total	13/	100.0 %	
than te	n 1	.64				
nswer	8	5.09				

DEALERS SOLD

More Air Conditioners in 1954

100%

Our 1954 survey reveals that despite the industry's troubles, dealers increased their sales (and had some increase in year-end inventory), are still concentrating on the home market, and still exert a powerful influence in deciding what brand the consumer will buy

DESPITE the panic and the dumping caused by cool weather, dealers sold more air conditioners in 1954 than in 1953, judging by the experience of the retailers who answered this magazine's second annual survey.

A total of 157 of the 288 members of the ELECTRICAL MERCHANDISING Dealer Panel who were sent the survey questionaire responded and declared, as Questions 1 and 2 show, that over

40 percent of them sold more than 20 units in 1954, a percentage which compares very favorably with the 32 percent who sold more than 20 units in 1953.

And inventories at the end of the year were not, according to the response to Questions 3 and 4, all in the hands of dealers. The survey shows that more dealers were stuck with between six and ten units than in the previous year and a very few

were stuck with up to 50 units, but fewer dealers had five or less units on hand and the overall inventory jumps were not disastrous.

A little addition in the answers to Question 5 shows that over 60 percent of the responding dealers sell more than 70 percent of their volume to the home market.

Casement type units are sold by about half of the responding dealers, as shown by Question 6,

The Home Market is the Big Market

What percentage of your 1954 sales went into....

		Homes & Apartments		Bus. & Prof. Offices		ner
	Number Dealers	Percent Dealers	Number Dealers	Percent Dealers	Number Dealers	Percent
0-10	10	6.37	68	43.31	140	89.17
11-20	1	.64	22	14.01	1	.64
21-30	2	1.27	20	12.74	1	.64
31-40	4	2.55	9	5.73	-	-
41-50	16	10.19	17	10.83	1	.64
51-60	7	4.46	. 4	2.55	-	-
61-70	11	7.01	1	.64	-	-
71-80	32	20.38	1	.64	-	-
81-90	22	14.01	2	1.27	-	_
91-100	46	29.30	5	3.18	1	.64
No An	s. 6	3.82	8	5.10	13	8.27
Total	157	100%	157	100%	157	100%

A Few Dealers Do Big Volume in Casement Units

Do you sell Casement Window type Room Air Conditioners?

6a If yes, what percent of your 1954 sales went into Casement Window types?

20-23/2012					
	Number	Percent	% Sales	Number	Percent
Yes	75	47.77	0-10	40	53.34
No	78	49.68	11-20	10	13.33
No Answer	4	2.55	21-30	1	1.33
T	1.57	100%	31-40	-	
Total	157	100%	41-50	3	4.00
			51-60	1	1.33
			61-70		-
			71-80	2	2.67
			81-90	1	1.33
			91-100	6	21.34
			No Answer	1	1.33
			Total	75	100%

Most Dealers Will Sell No More Brands in 1955

How will the number of Room Air Conditioner brands you will carry in 1955 compare with the number you carried in 1954?

	Number Dealers	Percent Dealers	
Fewer R.A.C. brands in 1955	50	31.85	
Same number of R.A.C. brands	100	63.69	
More R.A.C. brands	3	1.91	
No Answer	4	2.55	
Total	157	100.0%	

May-August Are the Big Sales Months

What percent of your 1954 sales will have been sold in the months of . . .

	January	January — April		May — August		Sept. — Dec.	
	Number Dealers	Percent Dealers		Percent Dealers	Number Dealers	Percent Dealers	
0-10	137	87.26	-	-	126	80.26	
11-20	6	3.82	2	1.27	18	11.46	
21-30	3	1.91	-	-	2	1.27	
31-40	-	-	1	.64	-	Massa	
41-50	1	.64	1	.64	1	.64	
51-60	-	-	4	2.55	-	-	
61-70	-	_	9	5.73	-	-	
71-80		2000	24	15.29	-	000	
81-90	_	-	37	23.57	_	-	
91-100	-	-	70	44.58		-	
No Answe	er 10	6.37	9	5.73	10	6.37	
Total	157	100.0%	157	100.0%	157	100.0%	

Most Dealers Install Their Own

Who installs the Room Air Conditioners you sell?

	Number Dealers	Percent Dealers
Do	137	87.26
Distributor	6	3.82
Outside Firm	15	9.55
Buyer	1	.64
Recommended Agenc	y 5	3.18
No Answer	1	.64
Total	157	105.09*
8 respondents gave multiple	e answers	

Service Is a Dealer Job

Who services the Room Air Conditioners you sell?

	Number Dealers	Percent Dealers
Do	131	83.44
Distributor	10	6.37
Manufacturer	_	-
Outside Firm	17	10.83
No Answer	2	1.27
Total	157	101.91*

They Buy Brands Dealers Push

When customers ask for a specific brand, can you switch them to another make

	Number Dealers	Percent Dealers
Most of the time	119	75.80
Half of the time	18	11.46
Some of the time	12	7.64
Seldom	1	.64
No Answer	7	4.46
Total	157	100%

but the big volume in these units is done by comparatively few dealers, as indicated by Question 6a, where 21 percent of the dealers who sell these units account for better than 90 percent of sales.

The replacement or add-on market is still a minor factor in the air conditioner business, as only about eight percent of the respondents to Question 7 could attribute better than 20 percent of their volume to such sales.

Questions 8 through 9 indicate that most dealers carry about as many different brands of air conditioners as refrigerators and that they see no probability of increasing the number handled.

Over 80 percent of the responding retailers sold better than 70 percent of their volume in the hot months of May through August, according to their response to Question 10. Slightly more than 11 percent accounted for 11 to 20

percent of sales between September and December, but January to April is still the slowest season.

Questions 11 and 12 show that installation and service are still predominantly dealer functions, but that outside organizations get more of this business than do the distributors.

Finally, Question 13 indicates, once again, that the consumer's brand preference is most often determined by what the dealer tells him. End



Comfortably yours, George Pazik

HEN dealer George Pazik of ing the right type of customer.

Milwaukee, Wisconsin, sends out a direct mail piece for his air conditioning line, he signs his letters "Comfortably yours, George Pazik." This signature, more than anything else, sums up the philosophy, the appeal and the personal touch of Pazik's approach. Pazik, who calls himself a small

dealer, uses direct mail across the board on many of his products and lines, believes that this has contributed greatly to his success in the appliance business. Actually, Pazik figures the use of direct mail has helped him contact and develop prospects and build business at a cost which he could not otherwise afford as a new and fledging dealer. It gives him a selective approach to his market and has been a major factor in helping to build up the store name and in reach-

Uses Own Lists

When Pazik started in business, he had no lists for his direct mail approach. A check of the commercial lists available showed them to be expensive and doubtful as to coverage and selection. "So," said the dealer, "we made our own."

The starting point was to make a thorough check of the Milwaukee telephone directories in the store. These were systematically combed for every person in the book who had an office listing in addition to his home address, but the Pazik lists contain only the home address of the potential pros-

pect.
"The reason is simple," says Pazik.
"It keeps them out of the waste baskets." Pazik figures there is less competition with direct mail at home

and that the average business or pro-fessional person will have more time to read his mail there and be in a more relaxed atmosphere.

To expedite the compilation of various lists which the store set up, the Milwaukee dealer secured four typewriters and the part-time services of local housewives in his immediate neighborhood. Three of the type-writers were loaned out for home use and the women cut addressing plates for each name they secured from the telephone directories. They were also furnished with the customer sales receipts from the store, thus building up a regular customer list which is used in "selling the user."

At the end of the past summer, dealer Pazik had a total of 11,000

names on his various listings. These were broken down into various classifications and could be run off sepa-

rately or all together as a general over-all mailing. This enables Pazik Appliances to send out a general mailing to the total list of 11,000 or to pinpoint or angle special mailings to a smaller segment.

Pinpoints His Efforts

"We can shoot with a rifle instead of a shotgun," says Pazik. "We are trying to pinpoint our efforts in our own brackets."

Once the lists are made up and cut on addressing plates, the mechanical end of the business is handled right in the store basement where both an addressing machine and a small folder are available. The addressing plates are kept on shelves close by the ma-

chines; are policed to stay up to date. Pazik has his printing done outside in the immediate neighborhood. Offset printing is used to afford a more liberal spread of artwork without the high cost and expense involved in letterpress plates or engravings.

The store made 80,000 mailings during 1954 with the cost averaging around five cents per mailing piece. The budget set up for this year will run around \$4500.

Unique in Pazik's handling of direct mail is that he has used this one form of promotion on his air conditioning line and nothing else. In using direct mail, the Milwaukee dealer feels that constant repetition and follow up is the only way to succeed.

Pazik aims much of his air conditioning blast at the professional field, including beauty parlors, barber shops, dental labs, x-ray shops, motels, photo labs, and candy shops, pinpoints mailings to hit certain ones.

Timing of Mailings Important

Mailings to the air conditioning market are timed for the season and the weather. With a sharp eye on forecasts for the coming hot spells, Pazik times his impact to the hot, sultry days and nights. The basic reasoning here is to have the mailing arrive at home when the weather is hot and muggy. Timed for this low resistance period, it has a greater chance of swaying a prospect than if it arrived in cool, dry periods.

The mailings are usually package deals. Each contains a letter, a spec sheet from the manufacturer, a business reply card and possibly a fan stuffer. Dehumidifier literature is sometimes used for stuffers.

Typical Direct Mail Letters

The letters which Pazik uses are casual, informative and filled with sales appeal. He angles his opening of a typical letter with, "A smart way to beat the heat."

"Perhaps most people can't always use this method of beating the heat but we should be as sensible about beating the heat as we are in fighting the cold of winter.

"Most people do smart, intelligent things about fighting cold. They invest in fuel, heating plants, warm clothing, electric blankets and they live, work and sleep in comfortable surroundings.

"However, some people are not so clever when it comes to beating the heat. They go for 'cool' drives on hot, dusty roads, they spend money and time in air conditioned public places, they sleep on porches or in parks, they rent or buy summer homes, or they buy a fan for \$11.95 to blow hot air in their faces. Result: They live, work and sleep in uncomfortable surroundings.

"There is a sensible way to beat the heat . . . at a sensible cost.

"A General Electric room air conditioner is a modest investment in cool summer comfort for homes or business. It pays dividends for 10 or 15 years. It is an all year round comfort investment that provides a draft-free circulation of filtered air even in the dead of winter. It cools, dehumidifies,

(Continued on page 132)



ALL ADDRESSING

and folding is done by store personnel with Pazik's machines. Although printing is done outside, Pazik writes his own copy.



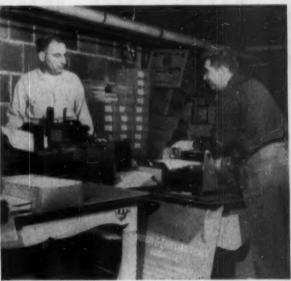
PERSONAL APPROACH

to sales is important part of small dealer Pazik's technique and his own home is used to show prospects he practices what he preaches.



ADDRESS PLATES

compiled from telephone directories and customer receipts, are stored in store basement where salesmen check them to eliminate dead ones.



MOST RESPONSE

to mailings is made by telephone and salesman's air conditioner sales talks are recorded for later critique of their effectiveness.



EFFICIENT SURVEY

of a prospect's home or apartment is followed by closing in the kitchen. Pazik stresses benefits and product features point by point.

Fans in 1954:

Another Record Despite the Weather

Unit volume jumps 29 percent during 1954 and most manufacturers think 1955 business will equal or surpass this figure. Window fan sales rise almost 70 percent and now account for over 21 percent of industry's unit volume

By ANNA A. NOONE

HOT weather, so important to the fan industry, was late in arriving in many sections of the country last summer—and it was practically non-existent in many other areas. In spite of this, the fan industry enjoyed another record year with a total of 6,735,000 units of all types being sold in 1954 compared to 5,214,000 units sold in the previous record year of 1953. This is a 29 percent increase.

Production

It was an all-out production year. The majority of leading producers reported increases in their business ranging from 18 percent upwards to 120 percent in various specific fan classifications. Practically every manufacturer extended his lines to include highly promoted window fan units such as the electric reversibles; twin window models; portable, all-purpose fans that snap in-and-out of window panels as as act separately as floor, table or wall units; and portable roll-arounds. In other words, for the first time since the war, there was an abundant and complete supply of fans in all sizes, types and makes available for the con-

Sales By Areas

In the Midwest and Southwest, according to all reports, an excellent fan season was enjoyed. An early warm spell got business in these areas off to a running start and held slightly ahead of the rest of the country for the entire season.

Hardest hit were the Gulf Coast states and the Eastern seaboard. New England and New York were particularly bad, because of an unusually cold summer. The South had fair fan weather, but it came so late (starting about July 1st) that retail fan sales were somewhat retarded.

Inventories

Because of these weather fluctua-

tions, distributor and dealer inventories are greater entering 1955 than they were at a comparable time in the last two sell-out years. However, the total carryover nationally does not appear to be excessive, given an "average-togood" fan selling season in 1955.

Stock piles are spotty—highest along the Atlantic seaboard, and nearly depleted in the Midwest and Southwest. Distributors, rather than dealers, were left holding this over-stock, because dealers remained conservative in their early purchases, in spite of previous shortages experienced in the past two

The Figures

As shown in the accompanying Two-Year Summary of Fan Sales by Types, desk and bracket fans (16-in. and under) again accounted for more than half (56.8 percent) of the industry total unit volume for 1954. Window fans accounted for another 21.2 percent of the total volume. These two categories-desk and bracket and winfans, together represent more than three-quarters of the total industry volume. Comparing this year's performance of both these categories with the previous year's record, reveals clearly the upward trend of window ventilating fans. They jumped from 16.2 percent of 1953 volume to 21.2 percent of this year's volume. On the other hand, while desk and bracket classification aggregated 3,825,000 units—a 26 percent increase over 1953's 3,035,000 units, the percent of overall industry total dropped 2 per-cent-from 58.2 in 1953 to 56.8 percent in 1954.

With further reference to the accompanying Two Year Summarv ELECTRICAL MERCHANDISING would like to point out that this year we have fuller, more accurate information on fan industry sales than we have ever been able to present before.

For instance, for the first time since we have been reporting fan market data, PFMA (Power Fan Manufacturers' Association) has supplied us with data on the total unit volume done by their members in window and attic fan classifications. Upon receipt of this added information we discovered our 1953 estimates were too low for attic and window ventilating sales. For that reason we have revised 1953 figures upward in these two categories. Desk and bracket fan figures for 1953, as well as kitchen ventilating, have also been revised upward in light of additional information received since our last reporting, February 1954.

In this summary we also present for the first time, a breakdown of rollaround fan sales.

Air Conditioning vs. Fans

As we predicted in previous fan studies, the increasing popularity of air conditioning in the home, far from curtailing fan sales, continues to stimulate interest in higher-priced, more effective fan units. Window ventilating fans in particular, are playing an outstanding part in helping to lighten the air conditioning load on the home. Realizing this, more and more builders, and some air conditioning people, are said to be advocating supplementary ventilation through the use of fans, particularly for the bathroom where moisture presents a big problem.

The tremendous publicity given room air conditioners for home use had definitely created fan prospects: First, there's the person who would like a room cooler but cannot afford one. Second, there's the person who would like a room cooler, but doesn't have adequate wiring. And third, the person who owns a small air conditioning unit and finds he can get much greater effectiveness from it by using fans to circulate conditioned air into other rooms. (The fan section of NEMA has done an outstanding job in promoting this phase of fan selling at the dealer level.)

"The best promotion in the world is

not very effective in the fan business, without some good hot weather," says one manufacturer. "With the allimportant assistance of weather, advertising and promotion can steer demand in a desired direction, but weather has to do most of the job of creating demand."

Reports from the retail field and from manufacturers indicate that the most effective promotions were those run early in the season: NEMA's "May Days are Fan Days," and NEMA's window display contest.

Local newspaper advertising released on the basis of local weather conditions also produced good results. Point of sale displays in department stores, home shows, and fairs, were also effective in 1954.

Window Fans

Of outstanding significance during the year was the continuing growth of window fans at retail as well as at manufacturing levels. Unit sales jumped from 845,000 units in 1953 to 1,425,000 units in 1954. This is a 68.6 percent increase over the previous year. It is the first year window fan sales have reached and exceeded 1-million units.

Weather is said to have been of less importance as a determining factor in consumer purchases of window fans. In Boston, for instance, where there were no hot days to speak of in 1954, more window fans were sold at retail than ever before in the area's history.

Manufacturers generally were enthusiastic about window fan business in 1954—some reporting increases of as much as 120 percent over their 1953 volume.

Many manufacturers say 20-in. models were most popular, and for this size fan we have predictions for a bright future as follows: "The big future in window fans lies in portable units mounted in windows," says one authority. "The 20-in. size seems to be most practical and most popular,

TWO-YEAR SUMMARY OF ELECTRIC FAN SALES, BY TYPES												
		300	1954	DATE OF THE PARTY OF	1200	Name of		1953			1954 v	s. 1953
	Units	% of Total	Average Price	Retail Value	% of Total	Units	% of Total	Average Price	Retail Value	% of Total	Percent of Units	Change Dollars
Attic	125,000	1.9	\$131.00	\$ 16,375,000	6.5	135,000	2.6	\$137.50	\$ 18,562,500	9.5	- 7.4	-11.8
Desk & Bracket	3,825,000	56.8	24.65	94,286,000	37.6	3,035,000	58.2	24.50	74,357,500	37.8	+26.0	+26.8
Hassock	360,000	5.3	47.50	17,100,000	6.8	335,000	6.4	47.85	16,029,700	8.2	+ 7.3	+ 6.7
Kitchen Ventilating	825,000	12.2	37.50	30,937,500	12.3	754,000	14.5	35.00	26,390,000	13.4	+ 9.4	+17.2
Window Ventilating	1,425,000	21.2	55.89	79,643,000	31.7	845,000	16.2	62.65	52,939,000	26.9	+68.6	+ 50.4
Portable Roll-Abouts	175,000	2.6	73.00	12,775,000	5.1	110,000	2.1	75.00	8,250,000	4.2	+59.1	+ 54.8
Total Industry	6,735,000	100%	\$37.28	\$251,116,500	100%	5,214,000	100%	\$37.69	\$196,528,700	100%	+29.2	+27.8

Note: Window Fan estimates based on figures compiled by PFMA and NEMA, supplemented by additional figures compiled by ELECTRICAL MERCHANDISING from non-association mfrs.

Attic Fan estimates based on data compiled by PFMA and ELECTRICAL MERCHANDISING

Desk & Bracket, Hassock, and Kitchen Ventilating — NEMA and ELECTRICAL MERCHANDISING

and from all indications most manufacturers will have 20-in. models in 1955," says another.

Portable Rollabouts - ELECTRICAL MERCHANDISING

Other producers say greatest increases were in the 18-in, and 20-in, single units.

Following is a breakdown of sales by sizes furnished us by PFMA, and it reveals that more than four-fifths of their sales were in the 18-in. and 22-in. sizes.

Window Fan Sales, by Sizes, 1954 (Pfma Members Only, Not Industry)

	Onits	Or Total
16 inch	35,764	10.7
18 inch		56.0
22 inch	95,016	28.4
24 inch	16,321	4.9

Members....... 334,269 100% Window fan sales by prices furnished by NEMA members were as follows with more than four-fifths of

the total business done in the higherpriced, larger sized units.

Window Fan Sales, by Prices, 1954 (Neme Members Only, Not Industry)

	Units	Percent of Total
List Price:		
Under \$20 \ \$20-\$40	119,501	16.4
\$40-\$60	198,465	27.2
\$60-\$80	411,663	56.4

Total NEMA Members...... 729,629 100%

Electrically reversible models proved extremely popular, according to all reports, especially in sections of the country where exhaust fans are needed. Several manufacturers added this type fan to their lines in 1954, and it is predicted that all fan producers will add electrically reversible models to their 1955 lines.

There's a divergence of opinion con-

cerning twin unit window fans. Several producers say they were extremely popular and stocks were sold out in practically every market. Increases of from 15 to 22 percent over previous year's volume in twin fans are reported by these manufacturers. Others say the twins have not come up to expectations and that twin casement fans were not in nearly as great demand as was anticipated.

Desk and Bracket

Another record year was chalked up for desk and bracket fans in 1954, with unit sales almost reaching 4-million units (3,825,000). This is 26 percent better than 1953 volume.

In the past three years desk and bracket fans have undergone complete restyling and re-designing. Small size, high velocity units deliver better performance in quiet, draftless, cooling. Far from being "on their way out" as was predicted by the fan industry in the early 50's, the desk and bracket fan volume is now predicted to fluctuate in the neighborhood of 3-million units a year for the next ten years.

Oscillating fans, according to the following breakdown of sales by sizes reported by NEMA members, account for 81.1 percent of the 2,356,394 units sold by these manufacturers.

1954 Desk-Bracket-Pedestal (16 in. and under), by Sixes

(NEMA Members Only, Not Industry)

	Units	of Total
12 inch and Smaller,		
Non-Osc. A.C	444,376	18.9
10 inch and Smaller,		
Osc. A.C	895,363	38.0
12 inch Osc. A.C	679,604	28.8
16 inch Osc. A.C 16 inch and Smaller	337,051	14.3
Osc. & Non-Osc.	331,031	14.3

Total--NEMA Members 2,356,394 100% Fans in the 10-in, and smaller sizes were the biggest sellers, representing 38 percent of the total.

Another breakdown by price reported by NEMA members reveals that more than half (52.7 percent) of the total 2,457,401 units sold were in the "under \$20." price bracket, as follows:

1954 Desk-Bracket-Pedestal (16 in. and under), by Prices

(NEMA Members Only, Not Industry)

	Units	Percent of Total
List Price:		
Under \$20	1,295,995	52.7
\$20-\$40	758,632	30.9
Over \$40	402,774	16.4

Total—NEMA Members...... 2,457,401 100%

Hassock Fans

Compared to the big gains made in desk and bracket and in window fans, hassock fan sales were unspectacular but steady in 1954. A total of 360,000 units were sold at an average retail price of \$47.50. This is 7.5 percent greater than 1953 unit volume, and 6.7 percent greater in dollar volume.

According to reports received from leading manufacturers in the field, sales of hassock fans were stimulated, especially in southern areas, mainly by promotions suggesting their use in conjunction with air conditioners.

Industry opinion concerning hassock fans has been on the lukewarm side in the past few years. Some say the hassock fan will continue to be of great importance through the years. Others say the new square design, allpurpose fans, designed to swivel so that air can be directed upward, to either side, or downward, will slowly cut into hassock volume. Whatever the outcome, it is interesting to note that it took only five short years (1950 through 1954 inclusive) for hassock fan sales to reach and exceed the 1-mil-

lion unit mark as follows:

Year	Units Sc	old
1950	180,000	_
1951		
1952		
1953		
1954		

1,325,000

Most of the early excitement over hassocks has died down as interest in window fans increased. The opportunists have withdrawn from the field. However, most leading makers continue hassock models in their lines and continue to announce improvements in performance and styling on a yearly basis. A 10-year projection of fan sales which appears elsewhere in this study shows that there is every indication that a steady volume in hassock fans can be expected of around 275,000 to 300,000 units.

Kitchen Ventilators

Approximately 825,000 built-in kitchen ventilating fans of the wall and ceiling type plus range-hood ventilator types were sold in 1954. This is 9.4 percent greater than 1953 unit volume. The average retail price increased from \$34.95 to \$37.50 with the result that \$30,937,500 dollar volume increased 18.1 percent over 1953's dollar volume of \$26,390,000.

With the increased interest in kitchen planning, there has been a marked increase in cooking or range-hood-type-ventilators in the past year. While no accurate figures are available, it is safe to estimate that about 200,000 units were used in this new type of kitchen ventilation application.

Attic Fans

Attic fan unit sales totalled another 125,000 units in 1954. This is 10,000 units less than the previous year, which with revised estimates based on additional information from PFMA totalled 135,000 units, making 1953

(Continued on page 136)



THE DISTRIBUTOR: Bill Shipley, center, of Mainline Cleveland approves a large-scale merchandising program which includes a "double your profit" sales plan and extensive advertising and sales promotion for . . .



THE DEALER: Bernie Dittman, left, who briefs his outside sales crew on product features as he prepares to follow through on his own fan advertising campaign. Shipley and Dittman can make plans like these because . . .

They Give Fans the Major Appliance Treatment

ANS are becoming "big ticket" items and as such they are moving out of the impulse bracket and into that of the calculated, planned purchase.

That's the thinking behind the way Main Line Cleveland handled window fans last season. This Ohio distributor treated window fans as a major appliance last year and has signed on as exclusive distributor for Viking fan line in northern Ohio for 1955.

Main Line president Bill Shipley likes the exclusive franchise on fans for several reasons:

(1) First is the basic appeal of an exclusive. This gives the firm a greater total volume on one line in

their area instead of splitting the business through a multiple distribution setup.

(2) Since Main Line is the sole source of supply, they can achieve greater control over this distribution. Both they and their dealers can work for a cleaner profit and a more stable market

(3) Since the window fans are "big ticket" items (Viking fans retail for around \$85), they can back the line with more promotion, advertising and dealer helps.

dealer helps.

(4) The short line of the manufacturer is tailored to the exclusive pitch.

Concentration on one fan model, with optional timer, means a more intensive

Here's What the Dealer Does.



HE ADVERTISES: Dealer Dittman supervises mailing of a manufacturer's brochure; firm also used radio spots and newspaper space to stimulate leads



HE SELLS IN THE STORE: Dittman doesn't specialize in store sales but some sales were closed this way.

Here's What the Distributor Does.



HE ADVERTISES: The fans were plugged on the firm's "Buckeye Hayride" show in Akron (above) and on the "Main Line Theater" show in Cleveland.



HE PROMOTES: Ad manager Cole supervises preparation of a complete promotion package which salesmen could take to dealers.

job of merchandising, display and sell-

when Main Line first picked up the Viking line last spring, they were well behind the usual seasonal pattern. Most dealers had ordered their fan lines and were not in the "open to buy" position.

Facing the problem directly, Main Line Cleveland organized a "double guarantee" program. For every fan a dealer ordered, a second was held in stock in the distributor's warehouse. Fans were hard to get the previous year, so this offer was a good incentive in 1954.

A floor display regularly priced at \$24.95 was given free with the dealer's initial stock order.

Don Cole, Main Line's advertising-promotion manager set up the promotional activity and "did it fast." The package wrapped up for Main Line's dealers was impressive. Catalog sheets, rotogravure mailer, radio and TV spots, TV films, newspaper mats, newspaper and radio publicity, window streamers, display material and glossy photographs of the fans were offered. Use of direct mail was encouraged by Main Line on the dealer level. The dealer's customer lists were the prime target, timed with advance weather forecasts for greater impact in hot, muggy weather. Main Line plugged the line on its two regular TV shows,

"Main Line Theatre" on Cleveland's WNBK and "Buckeye Hayride" on Akron's WAKR-TV.

When the dealers picked up the ball, their approach varied. But the outside sales pitch, working with the warm weather product in the prospect home was the basic angle. Home demos were the major selling pitch for the self installed 22-inch window fan. The basic approach was to show that the window fan could do a good and competent job of cooling the entire home if used correctly. This basic philosophy was drummed home by the distributor salesmen and then in turn by the dealers themselves. Distributor salesmen went on house

calls with dealer salesmen and also helped sell on the showroom floors.

In fact, it was a product pitch all the way down the line. Use benefits of the cooling product were extolled. Safety factors were emphasized, variable speeds were discussed and the correct placement of the unit was brought out. Push button control was outlined and the automatic timer, an optional item, was demonstrated for its ability to control the 22-inch window fan from three minutes up to twelve hours. This item, working with only one fan model, gave the distributor and their dealers the effect of a short two-fan line, yet the inventory of only one model.



HE SELLS OUTSIDE: Outside salesmen follow up advertising leads by staging demonstrations in the prospect's home.



HE SELLS COMMERCIAL JOBS: Leads from his advertising often produced commercial installations for Dittman; two units were installed in this cleaning establishment.



By persuading winter purchasers of appliances . . .



To buy a fan, too, at no extra interest or carrying charge . . .

They Sell Half Their Fans in the Winter

66 WE usually sell more than 50 fans on a layaway plan 50 fans on a layaway plan because we start selling them in March or early April," says Jerry Cole, owner of Colburn's Appliances in Ashland, Ky.

"By the time people need fans (May 15 to 30), we've got a lot of those prospects that mean new cus-tomers," Cole adds. "Usually we try to get customers in the store to add another item to their account with no interest or carrying charges. Then they have the unit when the hot weather arrives. But you can't just sell fans by selling to former customers.

Make Double Purchase

Cole can advertise and do lots of promoting to get people in the store. But on 75 percent of sales, the wife comes in first, sees a refrigerator, range, or some appliance, notices the fan "layaway" display and gets interested enough to ask her husband to stop by on the way home and look both items over. If they don't notice the display in the store, Cole draws their attention to it.

"If you tell them they are getting a saving (because of our early buying we get them slightly cheaper) by an early purchase, that helps," says Cole. But they should realize that fans are in short supply when it starts to get warm, and they won't have to do without one when the season rolls around if they buy early. Usually, we throw in the idea that if they are buying a refrigerator, it won't cost any more to add on the other item when they are making that purchase. It is a lot easier to have it on their account here than to open up another account in a different store to buy a fan.

"After having sold fans (mostly win-

dow fans) for six seasons," Cole continues, "we believe this is the best approach."

Want 20-inch Fans

"More and more the prospect is looking for one type of fan-window fans. Last year we could have sold 50 more fans if we had been able to get them. We were especially short on the 20-inch fan. In fact, they have become so popular that people would rather do without a fan instead of buying the 16-inch fan. And, as short as were in 1953, we carried over three 16-inch fans. But they were sold in the early push of last May. The first two years we handled fans, we sold only 16-inch, but now they have lost popularity. I suppose air conditioners will replace fans in a few years, but not right now."

Most people who come in to look at an air conditioner believe that it will do a lot more than it does," Cole continues. "They usuany as question: 'How many rooms will it cool?' We have used several things conditioners. Actually, the window display is one of the best. It is effective for fans as well as air conditioners, but with so many people confused about air conditioners, the window display attracts them in so we can give them the real answers.

Fans Are Better

Fans are much better for the layaway plan than air conditioners, Colburn's have found. Most of the people that buy on a layaway plan are in the store because an ad attracted them. But usually they buy some major appliance as well as a fan. Most people can't buy a refrigerator and turn around and buy a \$300 or \$400 air conditioner at the same time. Jerry Cole has been trying to educate people at each meeting about the possibilities of air conditioners. He might not get the sale this year, but he'll get it later. Actually, he says, the air conditioner is one item that is hard to sell when it is cool. You can sell a fan much more easily. When it is hot, it only takes two minutes to sell a fan. (And this is one reason why he believes in carrying only one line of fans.)

Window Display Important

"We place a lot of value on window displays both for the early selling and the regular season," says Cole, "mainly because we always have pretty good traffic past the store, and we make our displays good. The window isn't deep

but if you trim it well, it will attract attention. The window display has to be changed about every five or six weeks. We feel a good way of judging the success of the window is by the number of inquiries that result."

"One thing for sure, not many sales are made because one person bought a fan, told some friend, and you sell them one," Cole says in conclusion. We make a pitch for each and every prospect. One thing we did miss out on was plugging away on early buying with no payment until July. Every dealer usually has July dating on his fans, and we slipped up on that. Of course, the buyers' first payment would be in June if they bought in late April or May, but we didn't put it over in the ads. We might have gotten a few more early prospects.



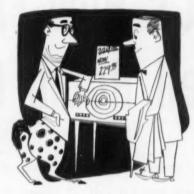
WINDOW DISPLAYS are an important part of Colburn's early selling program. Fans are displayed in April and promoted on a layaway basis for later delivery.

"I Tried to Buy An Air Conditioner"

The author travelled 3,400 miles just to present himself as a prospect to room cooler dealers and to secretly record their sales talks. Herewith some of his startling findings

ANONYMOUS

POR 14 days last spring an employee of a large air conditioner manufacturer traveled through the country's major market centers trying to buy a room air conditioner. Armed with a pocket wire recorder with a wristwatch microphone, local references and a home address for each market, a well-heeled look, and an obvious desire to buy, he visited in nine cities the 30 dealers named by distributors as tops. What follows are exact, recorded accounts of how three dealers handled this "hot prospect" and his comments on their efforts:



In Cincinnati Half a Horse

In Cincinnati I turned up in the appliance section of one of the town's largest department stores. I peeked over washers, around refrigerators and under ironers, but in all that arctic expanse of white goods in the middle of a Saturday afternoon there wasn't a salesman in sight. Confident that appliance selling hadn't yet reverted to the self-service stage, I made inquiries at a nearby cashier's office. They directed me to a small door in a far corner of the floor. Sure enough, there were two salesmen ensconced around a desk speculating on the firstdivision chances of the Cincinnati Reds. I announced my interest in buying a room air conditioner. I was eyed, literally, like the fellow who showed up at the lawn party in dun-garees and dirty tennis shoes. Finally one of the pair conducted me to the previous year's model of a leading make. It was deposited unceremoniously on the floor. Here, word-forword, is the "sales presentation" that followed:

SALESMAN: This is an XYZ. It's been reduced \$100.

CUSTOMER: \$229.95? How big is it?

SALESMAN: A half horse.

CUSTOMER: Well I just came to Cincinnati and as soon as I can rent a place I'm sure going to own an air conditioner. What can you tell me about this one?

SALESMAN: Your new machine would be \$79.95 extra.

CUSTOMER: Uh huh. Well, I know I'm going to buy a unit. I'm trying to find out something about what the various makes have to offer. What features does this

SALESMAN: Actually the features on it I'm not too technically inclined to vouch on—except that it will take care of a certain size room like a 12 x 14. You can get the cubic feet by looking on our chart. As far as the technicalities go you'd have to find that out from the engineer.

CUSTOMER: Well look, I wouldn't understand the techni-

calities myself, but I looked at an ABC for instance and I know they have a heater. Does this have anything. . . .

SALESMAN: No, this is air circulation only. I don't think it will do anything for you in the wintertime. I know we sold these for \$329.95 last year.

CUSTOMER: Is that a steel cabinet?

SALESMAN: Oh yes.

CUSTOMER: Is the front steel? SALESMAN: (Tapping it) It feels like it . . . no . . . no, I don't think it is

CUSTOMER: Well, it's kind of a question of what the different makes have to offer, you know?

SALESMAN: (Walking away Yeah, I don't blame you.

Put yourself in the prospect's shoes for a minute. How far along the road to a completed sale would an interview like this bring you? Any intelligent prospect knows that wrapped up in the price of a \$200-\$300 appliance is a goodly sum which represents the salesman's commission. Yet here stood this bird virtually daring me to make him earn it. There are very few people in this country who resent salesmen's commissions, as such, but almost anyone will go out of his way to avoid being the cause of a commission to a salesman who has shown him nothing but indifference or downright abuse. If I wanted information on his product beyond the fact that it was "\$100 cheaper than last year," I'd have to "go ask the engineer." Why not just tell me to go jump in the lake and get it over with? As a room air conditioner salesman this fellow could have sold me comfort, performance, appearance, quietness of operation, reputation of the maker, his own qualifications to help me make a choice or used any one of a dozen other levers toward a completed sale. He didn't touch a single base. The disturbing thing is that this fellow probably has a family at home who will never understand why things suddenly got so "tough" as we enter this buyers' paradise of 1955.

In New York They're All Alike

But maybe this particular salesman was a stray, a foul ball that wouldn't happen again in a hundred years. Let's tune in now on a salesman for one of the largest appliance chains in New York, a hotbed of cutthroat competition where you might think that only the best would be good enough:



CUSTOMER: The thing that interested me in the KLM is that a friend of mine has one and he seems to like it. But what's good about it?

SALESMAN: Well, you ask me what's good about it. If you asked me what's bad about it I'd say nothing. As far as the mechanical features are concerned I can't tell you that because I don't know much about it.

CUSTOMER: As far as you know they're pretty much alike?

SALESMAN: Pretty much alike-

CUSTOMER: I was just wondering what features the different makes have.

SALESMAN: Well, you see you put me on the spot when you ask me what are the good features. It's an air conditioner and it cools the room and there's nothing else I can tell you about them. I can't tell you about the compressors because the compressors are all alike. The amount of Btu's it throws into the room would be about the same for any half horsepower machine. If I had just one make of unit to sell, if I had just KLM to sell, I'd try to give you some story as to why it's the best on the market.

CUSTOMER: Well do any of these. . . .

SALESMAN: No, one unit is as good as another.

When the average person takes the big step of deciding to lay out hundreds of dollars on a major appliance, he has a very basic need and desire to be reassured by somebody that his final decision is a sound one. He wants to feel that he has explored the various alternatives pretty thoroughly and made a choice based on intelligent motives.

There's nothing quite so annoying in a situation like that as the sales-(Continued on page 140)



HEAVY ADVERTISING brings in requests for free home trials.

INSTALLATION is permanent, satisfactory and without charge.



DELIVERY is made just as soon as the home has been surveyed and customers credit checked.

That's How Free Trials Sell Room Coolers

It's a sure way to move room air-conditioning units, declares Bob Littrell, of Home Appliance & Television Co., in Jackson, Tenn. His sales for 1954 were more than \$45,000

BOB LITTRELL, owner of Home Appliance & Television Co., in Jackson, Tenn., (on the 'phone in the picture above) believes that demonstration is the best method of selling any appliance. He is one of Philco's most dependable outlets in west Tennessee and he has been selling the big tag items such as refrigerators and electric ranges for several years now, by demonstrating them in his store. But how, reasoned Littrell, can you give a proper demonstration of a room air-conditioning unit without actually placing it in the prospective hower's house?

tive buyer's house?

"You can't," declares Littrell.

"You've got to let him see how the air-conditioning unit will lower the temperature in his own home. You've got to let him sleep with one a couple of nights when the thermometer is 90 degrees outside. You've got to let

him see how it feels to be able to sit around the house in more decent dress than his undershirt or no shirt at all. And to do these things, you've got to put the unit in his home on free trial for two or three days—and when you do, you've got him sold."

Planning Done Early

Before the air-conditioning season opened last year, Littrell made his plans for selling units on an unprecedented scale. His sales area isn't a large one-Jackson's population is approximately 30,000-but he set his sales volume goal for the year at \$50,000.

Littrell knew the sales procedure he was going to follow several months before the actual selling season arrived. While February blizzards and snows were sweeping about the front door of his shop in Jackson, he was busy in his office at the rear, mapping out his sales program.

"Fundamentally, it was a simple two-step sales plan," says Littrell. "The first thing we had to do was to find prospects interested in the benefits of air-conditioning, and the second step was to give every one of them a free home trial demonstration. We had never tried the idea of putting out units on approval before, but we figured that would be the only way in which air-conditioning could be properly demonstrated."

In March and April, Littrell prepared his advertising copy, worked out his advertising budget with his distributor, Shobe, Inc., of Memphis, and worked up mailing lists of several thousand names. In May, he launched his advertising campaign with direct mailings at intervals of two weeks, with frequent newspaper displays and

with about 25 radio spots a day. In June, the radio spots were increased to 90 a day and were maintained at that rate throughout the summer.

Radio Advertising Best

"That's a lot of radio spots," admits Littrell, "but in this section radio is the best advertising medium and we had planned our budget to allot the major part of the funds to radio advertising.

"Some of the spots were no more than just a brief mention of Home Appliance & Television Co., as 'the place to buy room air-conditioning units—a free trial is yours for the asking.' Others were a bit longer but they all served the purpose of keeping our name before the public from morning until late at night and achieved our aim of bringing in scores of prospects."

(Continued on page 144)

What You Should Know about

Newspaper Advertising Contracts



Know how to make an "advertising profit"?

You make it when you know what kind of a newspaper ad contract gives you the best results for the least money, when you get any rebates to which you are entitled and when you know what your contract says

As every progressive appliance dealer knows, the day of advertising for advertising's sake is over. Today's advertising must be profitable advertising. The fundamental purpose is to create enough additional new and regular customers, enough additional sales volume boost over and above the cost of the advertising to have an "advertising profit."

When you know some of the basic facts about newspaper advertising contracts, you can reap more profit from your advertising. Every dollar you spend can bring in more sales volume. You cut advertising waste spending because you bring more flexibility to your advertising planning for your own business needs.

It often seems that newspaper contracts are extremely varied. To some extent this is true. But it is to your advantage. It gives room for good business negotiations, giving all the more sales flexibility for your advertising money.

To negotiate wisely, we need to know what is available in the way of different newspaper contracts, what protects you, the advertiser, and what protections are included for the newspaper publisher. These are the basic fundamentals of newspaper contracts.

Most dealers agree that it is more

Most dealers agree that it is more profitable to work under contract for their advertising. You avoid the higher open rates of non-contracted advertising, and your advertising is apt to be a more coordinated, planned business instead of a hit-and-miss one.

Get That Rebate

When you sign any newspaper advertising contract, be certain to demand the important rebate clause. This clause will assure you that you will be rebated by a specified discount on ALL advertising you run if you exceed your contracted amount of space. This

amount exceeded must be sufficient enough to get you into a higher bracket.

However, it is also important to remember that if you do not run sufficient amount of advertising space to qualify for rate of your contract, you will be billed the "short rate." Short rate is the difference between your contracted rate and the actual rates.

For this reason, many dealers 'clip it for cash.' The office girl clips each advertisement for a scrapbook. Pertinent information is included on each page with each ad. With this scrapbook, you can avoid short rate billings, know if you are using enough space to be entitled to rebate, and you have a useful guide for planning future ad commitments.

Three Types of Contracts

In general, there are three types of newspaper contracts. Professional advertising people usually refer to these types as bulk contract, frequency contract, and combination contract.

Bulk. The bulk contract is written for a total amount of space for you to use during the entire year. This gives you—the advertiser—an advantage because you are not bound to advertise on specific dates. You have a wide choice of time, a wide choice of size. You can adapt your ads to your other sales promotion plans.

Frequency. The frequency contract is written for a specific amount of space to be run at regular intervals. You can sign for daily, weekly, monthly, etc., advertisements. This gives the newspaper publisher a slight advantage because he is insured a regular use of his space throughout the year. He is able to plan his work and costs more accurately. For this reason, many newspapers will give you special rates for the signing of the frequency contract. This makes it a good buy if

the reduction in costs can compensate the loss of some flexibility for your own business situation.

Combination. The combination contract (the most common one) takes some good features from both the bulk and the frequency contracts making it popular with both the advertisers and the newspaper publishers. Here, you usually agree to use a definite minimum amount of newspaper advertising space at regular intervals. There are generally reduced rates given for quantity space buys. For example, if your minimum is one ad of specified size per week for a year, and you increase your ads to two to three times per week, the rate will be appreciably ess per ad.

Potential Discounts

There are other potential discounts available, too. Some papers have a 'commodity' rate. For example, if the regular ROP (Run-of-paper) ad runs around \$1.90 per line, an educational item may run for \$1.40 per line. But a going-out-of-business-ad might run up to 30¢ per line more. The example of 'commodity' rates is given with the possibility of a discount for some of your items. It is worth talking over with the media salesman.

Also, you will pay special rates for purchasing special newspaper positions. Usually, pages two, three and four will have premium rates of nearly twice the ROP rates. Often, a position at the top of the page beside reading matter costs a premium rate, too. These vary with the newspaper, and there is much divided thinking on the ROP versus special positions. Many dealers are using run-of-the-paper ads successfully.

Common Measure

Too, it is helpful in understanding your contracts to understand the advertising units of measurements used

by your newspapers. The agate line is the common measurement for most newspaper advertising. It is one-four-teenth of an inch deep across the column. In short, fourteen lines to the column inch. This makes it possible to buy any portion of an inch, computing accurately the cost when space is sold by the agate line.

Some of the smaller newspapers do not sell by the agate line—usually the weeklies with circulation of less than 2,000. These sell on the rates of so much per column-inch.

Your media salesman will refer to the milline rate. This is the rate used in comparison with other newspapers. It is the price charged for a million circulation of one line.

Many contracts will have limitations upon your advertising—generally protecting the newspaper publisher. This is not 'hiding behind a contract,' but it is vitally necessary for the good of the advertising business and usually the advertiser, but you should be aware of the limitations and the responsibilities assumed when you sign your contract.

What Do You Sign?

For example, most newspapers do not allow the advertiser to share space. If your contract is written for appliances it may not cover kitchen cabinets. In a business handling many varied items, this is a point to notice.

Most contracts are written to relieve the publisher of his responsibility in case of strikes, fires, etc., the so-called "acts of God" that are beyond his control.

Also, you usually cannot collect any damages for an incorrect advertisement. Some newspapers will give it a re-run without charge, or a reduction on the charge. This is why it is important to check your advertisement proofs (and your contract, for that

(Continued on page 148)



DEALERS in northern California sported store posters like the above, without TV singer Patty Pritchard, and doubled Westinghouse appliance-TV sales as part of a promotion that saw . . .

225 Dealers "MARRY" a TV Station

EALER kits passed out by WESCO to 225 dealers in northern California in early September were their invitations to the "wedding" of San Francisco's original TV station, KPIX, and Westinghouse, and to the week long pro-motion that increased dealer sales of Westinghouse appliances and TV by about 100 percent for the period.

Armed with kit materials, including easel cards announcing "its KPIX-Westinghouse Week in the Bay Area", tent-type cards for specials, preprints of advertisements, mats for drop-ins, advertising schedules, programs of events, the dealers were given an opportunity to feature special prices on copper-styled ranges and refrigerators, on automatic washers and dryers, and on "Capri" TV sets.

The dealer activity and the promotion of the purchase of KPIX by Westinghouse Broadcasting Co .-- sloganed as "putting more West in West-inghouse"—was timed to spot the premiere of the Westinghouse color TV show "Best of Broadway" in the middle of the week. "Open houses" were suggested to dealers to create traffic and exposure to the appliance traffic and exposure to the appliance specials and to b&w TV, which received a special pitch from Betty Furness as TV "best of buys". WESCO had eight color sets available as "loaners" to dealers willing to hold an open house but who had sold their color set, or hadn't bought one and could hardly be expected to buy a color set for the one promotion.

Assisting the dealers by calling at-

tention to the event they were promoting was a series of public events including recognition as "KPIX-West-inghouse Week" by San Francisco's

Mayor Robinson. KPIX joined with televised dedication ceremonies, regular 20-sec. spots, a film program taking viewers through Westinghouse facilities in Sunnyvale, Emeryville, Oakland and Berkeley, and a large advertising schedule. Locally, utility PG&E featured the new ownership with a girant poster and gilded by the program of the program o with a giant poster and gilded tv transmitter antenna and camera in its windows. 5,000 cartoon booklets featuring the Westinghouse story were distributed during the week. monials of such industry leaders as presidents of Bank of America and Pacific Telephone added considerable publicity.

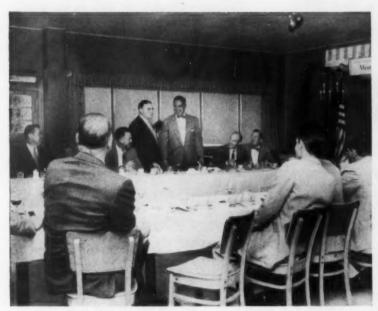
More than 100 retailers of appliances and television developed special promotions to take advantages of the traffic building possibilities of the event. Jackson's Furniture and Appliances, Oakland, entertained 225 guests for the "Best of Broadway" colorcast, and sold several b&w tv sets that night. J. B. Rice Co., in suburban San Raphael, mailed personal invitations to the color show and entertained its guests with coffee and cake. The promotion of the color show sold four copper-styled refrigerators for Good Housekeeping Shop, Oakland. Breuner's, Oakland, was another to go all out in promoting the event and to

report good sales results.

But, the "best man" at the wedding of KPIX-Westinghouse was a relatively small dealer in a little city 45 miles south of San Francisco. How John E. Burke, partner in Lane's Appliances and Furniture, working with WESCO salesman John Horan, made the wedding produce an immediate blessed event in tripled sales volume is seen in the accompanying story.



EXECUTIVES like KPIX president Chris Witting, manager Phil Lasky, WELCO Pacific Coast v.p. W. J. Maytham, and WESCO consumer products manager Martin Sauer coordinated their efforts to develop a week-long promotion.



DEALER JOHN BURKE, standing left, held a press conference, invited top Westinghouse brass, got most of them to hear and to see his promotional plans.



DEALER BURKE pulled every publicity stop, starting with newspaper publicity shots of his colorful Betty Furness windows, ended the week with tripled sales.

... This Dealer Was "BEST MAN"

As the normal \$8,400 weekly appliance-tv volume of dealer John E. Burke jumped to nearly \$30,000 during the KPIX-Westinghouse week, and to \$19,000 during the first week of follow-up, he established himself as the apparent "best man" at the "wedding". Burke had gone further than joining in the ceremonics, he had made the wedding produce an immediate blessed event for his organization, Lane's Appliances in Mt. View, Calif., 45 miles south of San Francisco.

This successful tripling and doubling of volume came to dealer Burke because he took hold of the KPIX-Westinghouse merger as if the whole multimillion dollar deal was his own pet project designed just to help his store reach the \$250,000 mark at the end of its first 7 month of life. He did everything and more that a franchised dealer is supposed to do to participate in a brand promotion, and then set out with bold plans of his own.

In fact, a Westinghouse minor executive told this writer "That dealer in Mt. View must be nuts" when Burke sent out letters inviting all the executives of Westinghouse Electric, Westinghouse Broadcasting Co., and WESCO to a press luncheon at a restaurant at least 50 miles from their offices. Burke didn't want to sell anything to these executives, he'd already stocked up at WESCO, he just wanted to tell them about his plans for cooperating with them and their organizations during the festive period. Fortunately, this minor executive really wai in the minority, and the Lane press luncheon was crowded with more Westinghouse brass than had been

seen since Mr. Price and the Board of Directors held the stockholders' meeting at the Sunnyvale plant nearby. Commented WESCO's Pacific Coast regional sales-manager of consumer goods, Martin Sauer, "I'd have come to this affair if I had to walk. A dealer like this, showing not just the cooperation that is expected as part of holding a franchise, but the initiative has courage to go out on his own to develop business in his own market, needs every bit of support and cooperation a distributor or manufacturer can give him." And this is the Burke-developed program that so impressed Westinghouse executives, and which eventually brought Lane's Appliances double and tripled volume.

To make the most of KPIX-Westinghouse week, Johnny Burke decided to set Lane's Appliances up as headquarters in that market area for KPIX-Westinghouse Week-in spite of potential competition from a couple of long-established and large volume Westinghouse dealers in adjacent San Jose and Palo Alto. To let the buying public know that he had done this, and that it would be to their advantage to come and see the goods he offered, Burke sent out 80,000 eightpage tabloid size mailing pieces. Local newspaper advertising plus 100 radio spots on KVSM supplemented the direct mail. A promotion already underway-a range display tied in with Carnation Milk at a supermarket-was keved to the promotion week.

Those who responded to Lane's advertising could hardly miss the store or not gather the purpose of the event when they arrived. Rented searchlights emblazoned the nights above the

store. Night or day, Lane's full plate window facing the six lanes of traffic on El Camino Real told in showcard colors on glass that "Betty Furness says they're here! Best buys as featured on Best of of Broadway".

The promotion and the advertising told potential buyers what to ex-pect at Lane's during the week. On Wednesday night, the store's furniture stock provided the seats for those color curious who wanted to see the presentation of the "Royal Family". Arrangements with WESCO provided home economist Nancy Johnson for a freezer school for both Thursday and Friday afternoons. Friday night was heavily ballyhooed as "'49er night" with several of the San Francisco pro-fessional players scheduled as attractions and with autographed pictures promised. Extra feature was a color movie showing of the highlights of the '49ers 1953 season. Gimmick to close sales was offer of a pair of 6-game season tickets to everyone who bought mechandise valued at more than \$200 that night. Lane's gave 10 of the pairs of season tickets away that night, at a cost of \$22.00 a pair.

Originally scheduled for that time was Lane's "1-million dollar sale", so it was pushed as a feature of KPIX-Westinghouse week although Frigidaire, CBS-Columbia and other appliances and Tv were included in the promotion. Through the 80,000 direct mail pieces the public was informed that "... the lucky person whose

purchase puts us over the \$250,000 mark will get their purchase entirely free, and in addition will receive more than \$2,000 in merchandise free."

While each element of the promotion produced traffic and sales that could be considered satisfactory, partner Burke believes that the direct mail was by far the most productive part of the promotion. Total cost of the 80,000 mailing of eight page 12 by 16in. tabloid in two colors was \$2,580, of which Burke got 50 percent back in co-op from Frigidaire, Hamilton, Westinghouse and CBS-Columbia, In return for the week of promotion and a week of followup, Lane's sold 88 major appliance-tv units, more than three times normal in the first week and more than twice normal for the follow-up week. The partners and their 7 salesmen sold the following: 19 Tv sets; 18 ranges; 17 automatic washers; 15 refrigerators; 10 dryers; 3 dishwashers (Lane's average is less than one a month); 2 automatic water heaters (the first ever sold by the store); 2 ironers; 1 disposal unit and 1 freezer.

Of northern California's four Tv stations, KPIX is now Westinghouse owned, KRON-TV is an NBC-RCA affiliate, KVOR is Hoffman Radio owned—only ABC's station, KGO could fit into the trade rumor that John E. Burke is hopeful that his other major franchise, Frigidaire, will get into the Tv station buying mood! He's anxious to be "best man" at another weedling.

wedding.

TO SEE HOW DEALER BURKE TRIPLED SALES VOLUME, TURN THE PAGE

Dealer Burke Tripled Volume With A One Week Promotion . . .



OPEN HOUSE during one-hour color program was opening event which was heavily publicized by Lane's Appliances and Furniture in tie-in promotion with Westinghouse.



PROSPECTS BOUGHT black and white—19 sets in all during the week—as Lane's salesmen told the story, offered special prices on "Capri" line.



NIGHT TRADE was improved through tie-in with profootball. Dealer Burke offered pairs of season tickets to '49er games with over-\$200 purchases.



DIRECT MAIL was most effective element in Lane's promotion program, brought prospects in with tabloid mailer pointing to product they wanted.



SPECIAL EVENTS reached the "afternoon trade" with two freezer schools conducted by WESCO home economist Nancy Johnson.



AFTER SCHOOL Miss Johnson helped salesmen. Freezer emphasis, however, helped sell 15 freezer-compartment refrigerators, only one freezer.

End





From this new home demonstrator training center at Alabama Power will come . . .

Better Utility Help for Dealers

N the two big new rooms pictured at the top of this page 54 home service representatives of the Alabama Power Co. will learn more about the art of demonstrating laundry and kitchen equipment and conducting schools than they ever knew before. As a result, dealers who use their services will be able to do a better selling job on consumers.

Back of this service to the dealer lie hours, months, even years of prepara-tion and planning. The far-reaching program of Miss Edith Hitchcock, director of home service for the big Alabama utility, has recently been enlarged and expanded by the installation of one of the outstanding training centers in the nation.

In the summer of 1954, the Alabama Power Company opened and dedicated its new training center on the ground floor of the company's headquarters in Birmingham. It is an area featuring three extra-large airconditioned rooms in which scores of home service workers may be trained in refrigeration, cooking, lighting, washing or almost any other phase of appliance demonstration.

Plenty of Equipment

In the refrigeration and cooking room, for example, there are six electric ranges, three refrigerators and two home freezers arranged around the walls of the room. Each of these items is connected up and ready for instant use. It is no longer necessary for Miss Hitchcock to call up and ask permission of a dealer or distributor if she may bring in a class of trainees to learn how to operate his particular brand of equipment.

In the laundry room, there are 15 automatic washers, three dryers, two conventional washers, one combination washer-dryer and six ironers all ready for instant use. A total of 21 manufacturers are represented by these pieces in the new training center.

In the lighting room, there are six distinct demonstration areas, arranged in the form of booths and showing how proper lighting can be installed and maintained in lavatory, bedroom, dressing room, reading room, living room and over entrance ways. Other sections of the room have a complete display of ceiling fixtures, portable lamps, fluorescent, c shielded troffer lighting. cornice and

The magnificent new training center is a sort of business rags-to-riches story for Miss Hitchcock. She launched her first training facility for home service personnel back in 1943. She had one small room in an unused garage and her equipment consisted of one battered electric range which had seen better days.

When home service came into its own after the war, dealers were hard put in teaching the customer how to

get full benefit from their electrical appliances, suggesting additional equip-ment for better living, helping plan kichens and proper home lighting. Miss Hitchcock's department was then, and still is, a ready source to which the dealer could turn for instant and dealer could turn for instant and badly needed help. Her home service personnel, expertly trained in all phases of demonstration, are always ready to respond to the dealer's call for assistance.

Other Groups Benefit

While the primary purpose of the new center is to train and give re-fresher courses to the utility's corps of home service advisors, it is also used extensively by outside groups such as extension service personnel from five Alabama colleges and other home economics agencies on a state level. Since the new center was opened, there has

not been a single week in which some

type of training was not conducted. Occasionally, an outside group sponsored by some home economics organization, will schedule a period of training. A "Career Day," sponsored by college groups, for instance, annually brings more than 100 interested girls and women into the center for a full period of instruction and training. In 1951, Miss Hitchcock's department won the McCall award for a program designed to train blind students in cookery and appliance repair. In 1952, the award was again given to her department for setting up a curriculum for practical nurses under the Vocational Education Department of the state of Alabama.

J. Paul Brown, residential sales man-ager, who has direct supervision of the work of the center, believes that it will play a major role in the advancement of electrical living in Alabama.

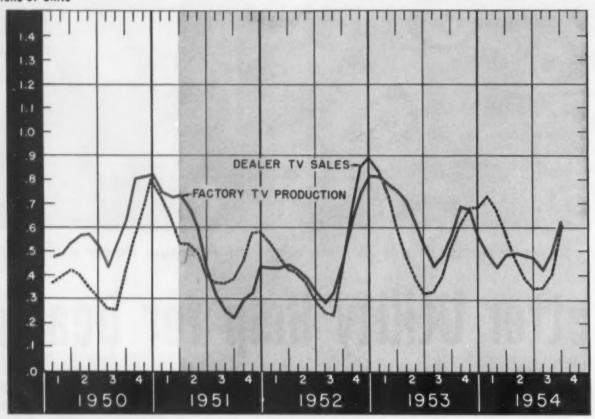
"Home service work is entering a bigger era," he declares. "Our number of customers has almost doubled in the past few years; the scope of work has been enlarged from demonstrating appliances sold by the com-pany to dealing with a vast volume of appliances handled by merchants all over the state; lighting and appliance work have been combined, and the desire to do a complete job demands adequate training facilities.

After each training period, Miss Hitchcock follows up by sending out literature on all phases of work done by her home service dvisors.

"We formerly had a group which worked with lighting only," says Miss Hitchcock, "but today all of our 54 home service girls do an overall home service job which includes demonstration and instruction in the use of appliances as well as lighting and wiring. The new training center gives them everything they need to advance the cause of electrical living in every possible way."



PROUD EXECUTIVES of Alabama Power who inspect lighting room of the new training center include E. C. Easter, sales vice-president; Miss Edith Hitchcock, home service director; C. T. Brasfield, Jr., assistant to the general manager; E. W. Robinson, general manager; and J. P. Brown, residential manager.



Too wide a gap between these two lines in 1950–51 cost TV makers \$200-million, distributors and dealers millions more, because nobody knew the gap existed. So, RETMA devised a way to get retail sales information early enough to help in . . .

By WILLIAM F. E. LONG

Manager, Statistical Department
Radio, Electronics & Television Manufacturers Assn.

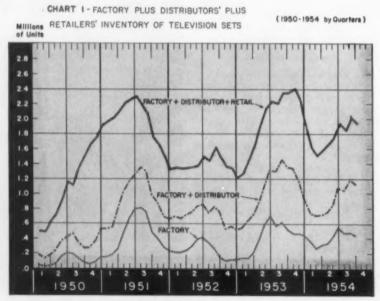
Leveling

HAT does an industry do when it loses two hundred million dollars profit? The manufacturers of television sets asked themselves this question in 1951. In March of that year, they had produced nearly a million television sets, but in August they produced less than a third as many. The cost of than a third as many. shutting down two out of three assembly lines was staggering. Deterioration of machinery, labor turnover, and the overhead costs of excess capacity ate into profits to the displeasure of management and to the alarm of stockholders.

Was this the result of excess capacity? Some in the industry didn't think so. Idle capacity, perhaps, but not excess capacity. For there would soon come a period, they argued, when all assembly lines would be needed again.

The situation is not unique to the television industry. Automobiles, re-

frigerators, and electric ranges-to mention but a few-all have the same production pattern of extreme highs and lows. In the television industry, however, there were a number of individuals who refused to accept the situation as inevitable. They included farsighted market analysts such as Frank Mansfield, Sylvania Electric Products Inc., and George McCleary, Radio Corp. of America, and such industry executives as Robert Sprague, Sprague Electric Co.; Glen McDaniel and James Secrest, Radio-Electronics-Television Manufacturers Association (RETMA). As these men watched television manufacturers periodically train new workers only to dismiss them in a few months, build up inventories only to liquidate them at a loss, and bid up the price of raw materials temporarily in short supply, they began to search for a means of putting an end to these roller-coaster



In 1950, it seemed obvious to Mansfield and others that if each manufacturer knew currently how many sets the public was buying and how this information fitted into a general industry pattern, he could see ahead far enough to plan current production without difficulty. But in 1950 this information was not current. The only way that manufacturers could estimate what the public was buying was by observing inventories piling up at the factory level.

Expensive Time Lag

Unfortunately, it may take several months before retail movement manifests itself at the factory level. A change in the rate of purchases by the public causes a change in the level of dealer inventories. This is reflected by a change in the rate of dealer purchases and a change in the level of distributor inventories. Finally, only after several months, factory inventories are affected.

Therefore, factory and distributor inventory figures are inadequate and quite often misleading. For example, at the end of the first quarter of 1951, factory inventories were about 268,000 sets (Chart 1). This was only slightly better than a week's supply on the basis of current factory sales. Distributor inventories of television sets were 518,000. The sum of the two came to 786,000.

Since the increase in factory and distributor inventories during most of 1950 and 1951 had been comparable, these figures gave every reason to believe that production ought to continue at the higher rate of 8,000,000 sets a year and provided not the slightest warning that a cutback to a 3,000,000 unit rate would soon be necessary. Actually, however, the figures were highly misleading, for what was not known was that retailers had been building inventories at a much faster rate. By the end of the first quarter of 1951, retailers had 1,500,000 sets, making a total for the industry of nearly two and a quarter million.

Factory and distributor sales figures were not more helpful. Using these (rather than inventory figures) as the bench mark also points up the need for information at the retail level. Factory sales were greater than fac-tory production during most of the last half of 1950 and during this period factories were selling about the same amount as distributors (Chart 2). Only with the addition of dealer sales information would there have been a clear danger signal. Had the chart at the top of this page been available, the difficulty of the television industry after the first quarter of 1951 might never have occurred. This shows that factories produced more than dealers sold during each of the 15 months prior to the end of March, 1951. Comparing factory sales with dealer sales, we find that with the exception of one month, factory sales ran ahead of dealer sales (Chart 3).

If they had been available in 1951,

If they had been available in 1951, these charts on dealer inventories and sales would have permitted television manufacturers gradually to reschedule their production. With current retail data, manufacturers can anticipate changes in the rate of production and take appropriate action with a minimum loss. During the downswing, normal labor turnover can eliminate the necessity for layoffs. The use of materials on hand and the withholding of new orders can cut raw material costs. An upswing, when anticipated three or four months in advance, permits the placing of raw material orders far enough ahead to insure delivery. Workers who might have been dismissed can be retained to produce and stock sets.

Retail Data Essential

In order to accomplish this, movement at the retail level must be followed closely. The pattern must be made available currently so that it can be viewed with factory and distributor sales and inventory information. A fast quantitative method of statistically measurable precision was needed. RETMA considered various proposals including mail surveys and warranty cards. These were rejected as being far too imprecise and too expensive.

Finally, Frank Mansfield and the director of the RETMA Statistical Department, William Long, engaged the Audits and Surveys Company headed by Solomon Dutka and Robert Williams, both of whom were formerly with the marketing research firm of Elmo Roper, and who had pioneered a new approach for obtain-

ing projectible estimates of sales, inventories and purchases at the retail level.

In undertaking this project it seemed clear that the number one problem was how to set up a proper sample so as to insure a representative selection of all types of stores which sold new radio and/or TV sets, and at the same time allow for the continuously changing pattern caused by "births" and "deaths" of retail outlets. This is especially important in the case of television where new areas and outlets are constantly being added.

The Solution

The solution which finally evolved had as its basis the concept of the "product audit" as opposed to the type-of-store audit. This simply means that in selected geographically defined areas all retail outlets carrying the product for sale, regardless of type of store, go to make up the "universe" from which a representative sample of stores is selected. The principles of probability sampling are then used in the final selection of outlets for the sample.

The sampling method followed the example of the Commerce Department's Bureau of the Census. In conducting the last Census of Business, the Department of Commerce divided the United States into about 36,600 non-overlapping units called Business Census Enumeration Districts, each of which is wholly contained within

(Continued on page 256)

Out TV Production

CHART 2_FACTORY SALES VERSUS DISTRIBUTOR SALES OF TELEVISION SETS
(1950-1954 by Querters)

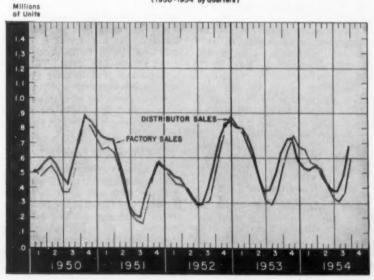
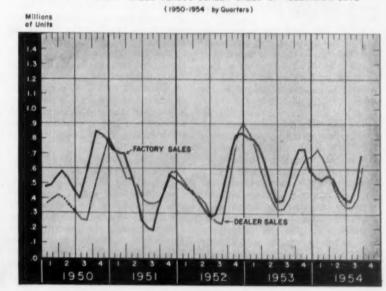


CHART 3 - FACTORY SALES VERSUS DEALER SALES OF TELEVISION SETS



Dehumidifiers:

No More Rapid Growth?

Sales increase, but a rough year is reported by manufacturers as another drought summer dries up the market, departing companies soak up part of the field with dumped inventories and widespread price-cutting trims profits for many producers

TWO YEARS STATISTICAL SUMMARY

1954	1953
95,000 Units Sold	90,550
\$135 Average Retail Price	\$135
\$12,825,000 Retail Value\$	12,224,000
(Jan. 1955)	Jan. 1954)
385,500 Homes Owning	300,000
44,401,500 Homes Without	43,280,000

OO much dump and not enough damp." That was the problem in the dehumidifier industry last year.

While dehumidifiers continued their slow growth pattern, high carry-overs from 1953 and widespread price-cutting spelled disappointment for many manufacturers and at least six producers announced that they are withdrawing from the field in 1955.

producers announced that they are withdrawing from the field in 1955. Sales in 1954 were set at approximately 95,000, up slightly from 1953 sales which were finally pegged at 90,550. Growth in the past two years, however, has not kept pace with early expansion in the six-year-old industry.

Expansion Slows

During the first three years of its history, the dehumidifier industry expanded by 25,000 units a year-from 25,000 in 1949 to 50,000 in 1950 to 75,000 in 1951. In 1952, however, the expansion began to slow up with sales reaching 90,000. Since then annual sales have hovered between 90,000 and 95,000.

While the sales curve has been leveling off, however, the number of manufacturers in the field has climbed rapidly. By 1952, there were at least 20 brands on the market and, in 1953, at least 32 kinds were offered to the public.

As new companies entered the industry and old companies expanded, production reached approximately 110,000 in 1953. Sales of only 90,-550 in that year left a sizeable inventory at the beginning of 1954.

Added to this carry-over was the stock of companies leaving the field. As one producer put it, "Several manufacturers decided to give up dehumidifiers in 1954 and dump quite large inventories on the market early in the season. This situation somewhat demoralized the market in 1954."

Retail prices for dehumidifiers dropped in 1954 partly because of the reduced Federal Excise Tax. But another key factor was summed up by one manufacturer who said, "1954 prices were lower than 1953 due to liquidation of inventories, first by dealers who were overloaded and, second, by manufacturers who had stocks and decided to get out of the business by dumping them."

Another producer said that "some of the manufacturers dumped dehumidifiers as low as \$35 apiece which is just a little bit more than 50 percent of the cost of production."

This manufacturer added that "if any dehumidifiers were sold at list price in 1954, then the customer was certainly not familiar with the market." Other manufacturers were slightly more optimistic—one said 65 percent were sold at list—but most producers agreed that "not many" or "maybe five percent" were sold at full price.

Most units were distributed through appliance store channels with plumbing supply houses, furniture and hardware stores handling the rest of the business.

One large manufacturer released a study of two big distributorships which indicates the relative strength of the retail outlets in normal "dehumidifier country." (As explained below, the dehumidifier market is confined to a geographical area in the north central, Great Lakes region of the country.)

The two distributors, one in a midwest city of reasonable size with a large rural market and the other in a very large city with a small rural area, cover 22 of the approximately 600 trading areas in the United States.

Approximately 44 percent of the distributors' appliance dealers handled dehumidifiers and they sold 46 percent of the units moved. Some 15 percent of the utilities in the

areas handled dehumidifiers and they did 12 percent of the business. Hardware stores accounted for 16 percent of the business and furnture stores sold six percent. Plumbing houses sold two percent of the market and the final 18 percent were sold by miscellaneous outlets, including electrical contractors, and industrial and commercial installations.

While most sales are made in the north central U. S., one company reports "some good dealerships in some other points. This indicates that there are markets available if someone will make the effort to develop them."

Limited Market

The study generally bears out the fact, however, that the market is limited to a definite geographical area. One manufacturer said the area "has shrunk in the past few years and now consists of an area bound pretty much by the Missouri River Valley on the west, the Great Lakes section on the north, extends to southern New York state, and as far south as Louisville."

This manufacturer added that "the majority of dehumidifiers in 1954 were sold in St. Louis, Chicago, Detroit, Cleveland, Washington, D. C., and surrounding areas."

The selling season for dehumidifiers is also restricted with almost all activity in the June to September period. One report said the season is usually over by September 1, but in 1954 the "Chicago rains and flood brought a September activity above average."

Future Outlook

The dehumidifier picture for the future is clouded—with as many predictions as there are manufacturers in the field. One producer said that while last year "industry sales to dealers were 25 percent below expecta-

tions, due to high carry over of 1953 inventory, an increase of 25 percent in industry sales for 1955 is not being overly optimistic. This is predicted because 1954 was a low activity year while dealers sold out surplus stocks carried over from 1953. Dealers are too low on their inventories now," this producer said.

However, another large manufacturer said "There was evidently considerable inventory carried over from 1953 and I believe this inventory will actually be increased and will represent a larger carry-over from 1954." This manufacturer went on to say that "a great number of additional manufacturers and assemblers will discontinue dehumidifiers in 1955 and that they will be dumped on the market and dumped early. It seems that if you don't dump them right at the start of the season, you have no takers"

This same manufacturer concludes with the statement: "We further predict that prices will decrease because of the dumping and not until 1956 will the industry be stabilized for an advance forward and upward."

Taking the opposite view, another leader in the industry said, "Retail prices will hold fairly steady with a trend to a slight drop. The price problem will tend to clear up with less dumping of excess inventories."

A majority of the other manufacturers also felt that the worst of the dumping was over and prices will begin to stabilize.

Promising Prospects

In spite of temporary set-backs, most manufacturers agreed with the producer who said "The long-range prospects for the dehumidifier industry are promising, and we are looking forward to a gradually expanding market over the next several years... the dehumidifier is destined to become a widely accepted appliance." End

Why I put my new Vacuum Cleaner on BIG WHEELS



A message to the appliance dealers and salesmen of America from Alex Lewyt President, LEWYT CORPORATION

JUST picture for a moment what your customers go through every time they use the average vacuum cleaner

. . . they have to stoop down, pick it up, carry it from the closet and assemble it



... they have to lift it over scatter rugs, carpets and door

...they have to drag or carry it when moving from one spot to another or from room-to-room

... and they have to carry all the cleaning tools along.

That's hard work—and, that's why I put my new vacuum cleaner on BIG wheels!

The BIG rubber-tired wheels on the new Lewyt end once and for all lifting, dragging and carrying.

WHAT DOES THIS MEAN TO YOU?

It means you can sell more vacuum cleaners faster. For, here's a feature every woman wants, yet never could get before.

And, dealers all over the country tell me the new Lewyt is the easiest vacuum cleaner on the market to sell.

WOMEN SEE BENEFITS OF BIG WHEELS

Show a customer how the tubes, hose and nozzle can be kept assembled and she sees at a glance how it rolls from the closet ready to use.

She quickly sees that because of its BIG rubber-tired wheels, the new Lewyt rolls over door sills, scatter rugs and bare floors without snagging or scratching. She sees that the BIG wheels let the Lewyt swivel

in the center of a room — or roll from room-to-room like a breeze.

And, once she lays eyes on the handy "Papoose," she knows she doesn't have to chase back and forth after the cleaning tools.



MANY CHANCES TO SELL HER

What's more, you've over a dozen other big new features to help you clinch the sale. For example, the "Power Dial" that lets her dial the exact suction for each cleaning job, such

as wool or cotton rugs, upholstery or drapes. Or the built-in pine decdorizer that freshens the air automatically as she cleans.

If she's an allergy-sufferer, she'll appreciate the Lewyt's allergy-proof filter system that cleans the air 5 times. Or she may be sold by the extra

power, instant dust disposal, compact square shape; tubes that lock together or one of the many other new advances.

MORE FOR THE MONEY

I sincerely believe no other vacuum cleaner—at any price—gives you so many big sales-features or is so easy to sell.

And, your customers can hardly open a magazine without seeing a big, colorful ad telling them about the new Lewyt on BIG wheels, the vacuum cleaner they never have to lift, never have to drag, never have to carry.

DO IT with the all new LEWYT



LEWYT CORPORATION, BROOKLYN, NEW YORK

Selling is easier when

... and the NEW



PAGE 106

FEBRUARY, 1955-ELECTRICAL MERCHANDISING

you have what your prospects want CHROMALOX/Microtubes!



give them everything!

That's right, just tell 'em the advantages of the new slim, flat-top Microtube—and you'll sell 'em. For Microtube-equipped ranges provide "Electric Cooking at its Best"—with advantages like these . . .



NEW SPEED—You give them speed on a Microtube-equipped range. With Microtubes bacon starts frying in less than 30 seconds—soup for 4 is piping hot in $2\frac{3}{4}$ minutes.



INSTANT RESPONSE—You give them instant response with Microtubes—at every turn of the switch from one position to another. Turning off switch under perking coffee, for example, stops perking in one-fifth the usual time of old-style, heavy units.



UNIFORM ALL-OVER HEAT—You give them a uniform all-over heat pattern. With Microtubes and a skillet that covers the unit, load after load of pancakes can be uniformly browned *every time* without changing the all-medium switch position.



EASY CLEANING—You give them an easy-to-clean unit. Microtubes have a reflector which comes out easily; and the built-in coil support is self-cleaning like the tubes.



DEPENDABLE PERFORMANCE—You give them dependable performance. Microtubes are built for long service and maintained high efficiency—based on some thirty-seven years of specializing in electric heating units.

MODERN STYLING—You give them units that have the modern look. That's why Microtubes are found in so many deluxe range models.

When you tell your prospects about these advantages of Chromalox Microtubes, you always have that extra selling edge . . . that *plus* value that helps close more sales. Get the whole story on the new slim flat-tube Microtubes from your range distributor . . . or write us direct.

EDWIN L. WIEGAND COMPANY

7525 Thomas Boulevard, Pittsburgh 8, Pa.

More and more of the leading electric range manufacturers

are switching to Microtubes.



TWO SETS figure in every television sale in Chicago today. Profitable handling of such trade-in's is a vital part of Chelten Television's . . .

Faced with a saturated market where almost every sale involves a trade-in or a demand for a price cut, partners Peter Corine and John Cecich manage to make money by shrewd buying and good handling of trade-ins

Pattern for Survival in TV

M AKING money in the Chicago television market today isn't easy.

The area has a better than 90 percent saturation. The great majority of sales are replacement purchases, thus involving a trade-in. Margins are low, particularly on price leaders (where most of the demand centers). Finally, discounting is widespread and dealers have to make concessions rather than lose sales.

That's the situation in which dealers like Peter Corine and John Cecich find themselves. Their store (Chelten Television Corp.) does about 60 percent of its \$250,000 annual volume in TV and despite all the handicaps, Cecich and Corine have built up a technique for survival in today's TV market. Basically it involves shrewd buying and sensible handling of trade-in. Here's how it works:

Buying the Sets. The firm has a whole set of buying rules. They are:

1) Never purchase on first presentation of a proposition. When one brand breaks a deal, it's going to be followed by similar offers from other sources. Wait them out until you hear from all wholesale men. Usually the proposition will get better the longer you wait.

2) Don't have more than 14 to 20 pieces in stock at a time. Today you can always fill in with merchandise, and the dealer who has a big inventory on television is running the risk of a price break, leaving him holding the bag. Protection on numbers means nothing because a change of escutcheon means a new model.

3) Don't tie up with one brand. Promise of exclusive sales territory in Chicago has turned out to be so much soft talk. Bargains can be picked up on any make, and it's better to remain open. However, Philoo and RCA-Victor are Chelten's main source of supply.

4) Buy from the standpoint of your trade-in market. If you are moving the old ones out, well and good. At

today's short discounts, a television sale is no good unless you move the trade-in.

Put on your hat and go shopping for buys. Bargains can always be found to pass on to your customers.

6) In considering new merchandise, the Chelten boys buy what their neighborhood wants (in their case, table sets, due to income and space limitations). They judge picture quality and figure that certain manufacturers carry over good points each year. On estimating prices, they think that business will stand a spread of \$100 between a 21 and 27-in. set, but not more than that.

Selling the Sets. Most of the manufacturer's advertising pressure is on price leaders, quoting price. Chelten Television has the opinion that there is little profit for them in sets selling for less than \$200. Manufacturer advertising sends prospects in, and it is much more difficult today to step them up. They want what they see advertised, and more than 60 percent won't take anything else.

Chicago customers demand a discount always. Right or wrong, a dealer cannot duck it today with standard merchandise.

If a dealer gives away \$20 on a \$149 television set he isn't making any money. And with more than half the sales in the less than \$200 category, this poses a tough problem.

Trading the Set. Fully 75 percent of Chelten's new TV sales are replacements. The sale is usually made when the old television set breaks down. Families do not toss out an old set merely to get a prettier one. They will stand distortion, fuzzy pictures, fading and all sorts of trouble just so long as they can get an idea of what is going on. When the old set burps out, the Chelten service man is called. He goes over it and gives an estimate for repairs. When the owner hears how much money it is going to cost, he always says, "I'll think it over and let you know." The service man replies,

"You ought to turn this one in on a new model."

Because Chelten has been doing his service work for years, the owner usually calls for a look at new stuff. He feels acquainted.

He feels acquainted.

He finds that they can't give him any kind of a trade on a loss leader. On the other hand, if he purchases a "good" set—something between \$300 and \$400, they can take this old TV off his hands at a fair allowance.

The cost to the customer is only going to be \$50 to \$100 more, and it will take his old television off his hands, for it isn't going to be any good unless he spends money for repairs.

Chelten Television has the advantage of knowing exactly what it will cost to repair the trade-in, and whether there is a market for it. At the worst, it will recover the price of a repair job, and usually the firm gets its full margin on 70 percent of its trades, breaks even on 25. Only 5 percent are junked. Units, put in A-1 condition, are sold through classified to low income families and in lots to buyers who take them out of town to

communities where television is new.

It will be noticed that on anything below \$200, the Chelten Company buttons up and is not interested in trades. Its service department gives it leverage in selling better priced sets. On two out of three sales, close to list is realized. Average sale runs \$330.

New Customers. A second type of customer is the man who comes into the store and wants to trade his old TV set on a new one. In this instance, Chelten's service men have not looked it over.

Naturally it is always in perfect condition, the shopper says, and there is not a scratch on the cabinet. Peter Corine discounts 80 percent of these claims. Any allowance is made on a conservative basis. If he is buying in the beyond \$250 basis, the prospect may be offered a \$25 trade-in allowance. The firm always assumes it will have to repair this trade. If he is buying something for below \$200, he may be offered \$10 to \$20 for his used set. Always, it is assumed that something is wrong. Average TV sale is around \$300 list.



PRIME SOURCE of prospects for Chelten is the store's list of 10,000 service customers built up over a period of years.



This is the flashlight that has broken Ray-O-Vac sales records of all time. And that's not all—dealers everywhere report it is shattering their sales records, too. Smooth, streamlined... Push-Pull Ring Switch... the handiest, dandiest flashlight switch ever designed... PUSH it's on, PULL it's off... they're sold as fast as they're delivered! Place your repeat order today.



The HANDYMAN is carded in powerful displays like this—with one, two, or four flashlights. Put one up at the cash register, another at your regular flashlight display space, and a third one in your window.

RAY-O-VAC

RAY-O-VAC COMPANY, MADISON 10, WISC. RAY-O-VAC CANADA, LTD., WINNIPEG, MANITOBA

Presenting the Starline



Model 2472, \$249.95, mahogany, 24", and what a price! Also in blande.



Model 21722, mahagany & blonde 21", built-in UHF-VHF antenna.

Here's the hardesthitting line in the
industry! New
beauty, new quality,
new selling features,
competitive prices—
all it takes to
take the lead.

NEW 4 Star-Models

Each with the new Motorola-engineered 4-star chassis that pulls in a clearer, stronger picture...shuts out static and interference.



Model 21721E, \$159.95, ebony, 21", Extended Area screen. Also in blonde.



Model 21K30, mahogany & blonde 21", no-glare styling.



Model 17723, \$159.95, mahogany deluxe 17" with aluminized tube. Also in blonde.



Model 17722, \$139.95, ebony, Outstanding 17" price leader. Also in blonde.

SEE YOUR MOTOROLA DISTRIBUTOR FOR FULL DETAILS.

Pederal Escise Tax and Parts Warranty included, UHF optional, extra. Slightly higher South and West. Subject to change without notice.



Model 24K5A, \$399.95 mahagany, 24" deluxe horizontal console. Also in blande.



Model 24K7, \$349.95, mahogany, 24", Glare Down/Sound Up design. Also in blonde.



Model 21K23A, \$329.95, mahogany, 21", twin speakers, swivel base. Also in blonde.

NEW 5 Star-Models

Each with the new super-powered 5-star chassis that strengthens weak signals, gives the sharpest, steadiest picture—anywhere!



Model 21K21A, \$329.95, mahogany, deluxe 21" with 10" speaker. Also in blande.



Model 21K32, \$299.95, mahogany, 21", Glare Down/Sound Up design. Also in blonde.



Model 21K31, \$269.95, mahogany, 21", 4-wafer Cascode tuner. Also in blande.



Model 21T24, \$229.95, mahogany, 21" Modern/Slant styling. Also in blande.



Model 21723, \$199.95, mahogany, 21", pulls in faintest signals. Also in blonde.

Even more of the things your customers want at the prices they're ready to pay!

Motorola TV

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

The Air Conditioning Boom

CONTINUED FROM PAGE 82



KLIXON Protectors Provide Insurance Against Motor Burnouts

ST. LOUIS, MO.: Mr. George Wester of Wester Electric Company, strongly recommends Klixon protected motors. His experience shows that Klixon Protectors provide positive overheat protection. He says -

"We have used Klixon Protectors in the repair of electric motors and our experience has shown that they provide positive protection against burnouts. For that reason we strongly recommend Klixon protected motors in our new motor sales as insurance against burnouts."



Klixon Protectors Reduce Service Calls and Repairs by **Preventing Motor Burnouts**



The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burn-outs. If you would like increased customerpreference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.



METALS & CONTROLS CORPORATION SPENCER THERMOSTAT DIVISION 2502 FOREST STREET, ATTLEBORO, MASS.

market furnished the primary outlet for sales during the industry's early days and is still a lucrative field. Motels, offices, small shops and professional quarters are among the most obvious of the outlets, which, according to several firms, can be numbered in the hundreds.

All very well as far as you've gone, the skeptic interjects at this point, but how about the market limitations. The product is highly seasonal, for instance, is pretty largely confined to a single use, and many families regard it

as an optional luxury.

The objection is well taken. These headaches undoubtedly will have an effect on the market. Some can be solved, others can be eased. But they all will play a role (and just how big a role is something to be determined by what the industry does about these problems.)

The Headaches

Seasonal selling is probably the in-dustry's biggest headache. Product-wise there is hope that this problem can be eased somewhat by incorporating more efficient provision for supplementary heating as well as cooling. Several models now on the market have heating systems designed to make them useful in more northerly climates.

In addition to product changes, bet-ter merchandising and selling could round off a little of the seasonal selling bulge. In New York last fall, for instance, no air conditioner dealer or manufacturer took advantage of a severe spell of humid weather to tell the public that an air conditioner would solve that humidity problem right now, would ventilate all winter and would provide cooling next summer. It's hardly surprising, however, that no advertising of this type was done. Air conditioner ads are pretty much a hot weather proposition and rely on two words ("cool" and "price") for their appeal.

But even granting that considerable improvement could be made in offseason selling, the unit is going to remain a highly seasonal piece of merchandising. Some manufacturers now think that about all that can be done in this regard is to be sure that any prospect who might be willing to buy one out of season will be encouraged to do so. They have given up hope of changing the minds of the real hot weather buyer.

And herein lies another of the industry's headaches. The point has been made for several years and made with increasing frequency in recent months that the industry is telling only one part of its sales story. Listen to what the aforementioned George

Jones says:

"It would be unfair to say that our industry has done an inadequate job in selling the idea of air-conditioning. But, the fact remains that we have stressed the luxury-comfort features. This may not be unsound in the initial stages of a new product but to reach the mass market a much better job must be done in carrying to the public the real story of air-conditioning . . . the story of health . . . of efficiency . . . of the down-to-earth utilitarian value of air-conditioningas it protects from dust and pollen and from man-made fumes and dirt, soot and odors . . . a more aggressive job of pointing out the savings by avoiding ill health, by reducing or eliminating the cleaning of furniture and fixtures and of clothing."

Or listen to Eugene Tracey of

Mitchell.

"It is admitted by all scientific and medical research individuals and organizations that there is no single factor affecting the health and wellbeing of mankind so potent as the temperature in which he lives.

People in Central and South America near the Equator, where the temperatures are always over 75 degrees, and frequently over 80 degrees, grow to smaller stature, die earlier from infectious diseases, and rarely develop the mental or physical energies comparable with people who live in a porthern climate. northern climate.

"It takes 12 to 14 months to bring a steer to slaughter stage—about 1000 pounds-in Illinois, Indiana and Iowa about 2½ years to 28 months in Louisiana and Florida, and 31 to 41 years to bring the steer to the same weight in Panama, Cuba and Colombia; all on the same fodder ration.

"Identical examinations have been given to pupils of the same I.Q. in the universities of Minnesota and Cincinnati, and whereas the Minnesota pupils who were taking this examination in July would have 100% as compared to 60% in Cincinnati-when the same examination was given in December, both would have approximately the same results.

"The proof of this factor of temperature affecting the physical and mental human organism is unchallenged by the medical profession and almost universally recognized.

'Almost any doctor who specializes in heart trouble will tell you that he prefers to quarter his patient in air conditioned areas in the summer, and usually goes to considerable extremes to accomplish that.

'By creating a temperature of from 70 to 74 degrees in which men can live, air conditioning will unquestionably protect their health and provide assurance of longer life."

What the industry needs is more basic research on the points made by these speakers; research which can be translated into down to earth language for the retail salesman to use in the prospect's home. Industry talk of an overall promotional fund for advertising might well be subordinated to a fund which would provide the basic sales ammunition which could later on be transferred into advertising if

All of these approaches (extending the season, selling benefits other than cooling) are long range problems. Of more immediate concern (and more susceptible to immediate action) are some of the problems currently besetting the industry. It's easy to name cut price as the number one villain,

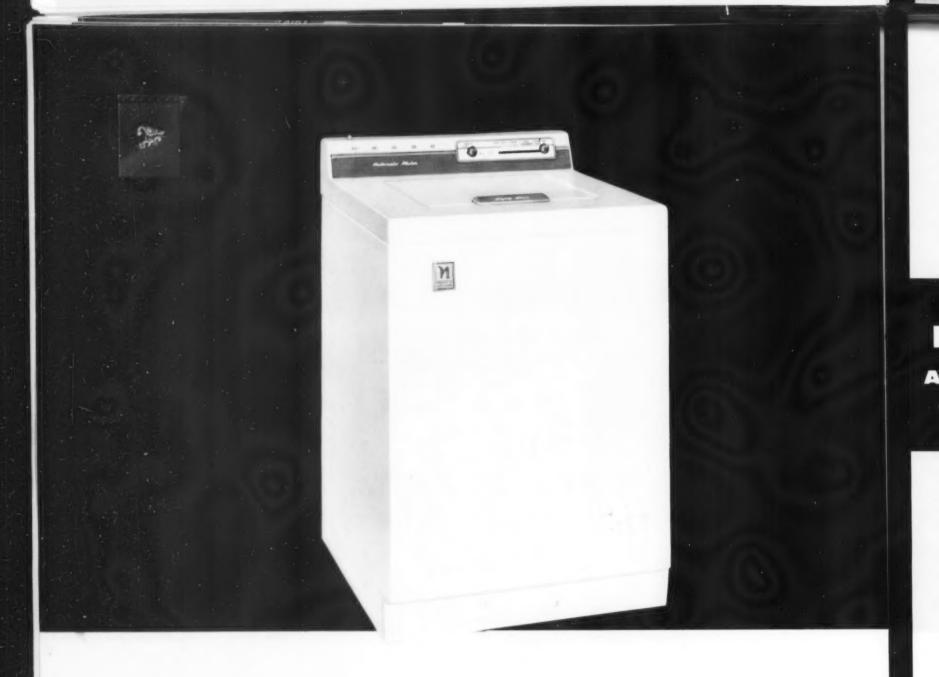
(Continued on page 125)

more-much more-from

MORDE

More features...more value...more selling support...more manufacturer-dealer cooperation. Whichever way you look at Norge for 1955 it means a more profitable appliance business for Norge dealers. Yes—in 1955 a Norge franchise will be worth more than ever—for Norge is "on the move" like no other appliance manufacturer has ever been! See the next 11 pages... then lose no time seeing your Norge Distributor!



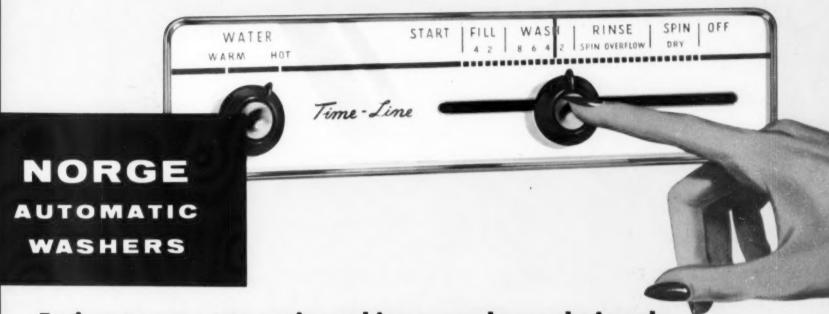


NORGE...AMERICA'S TOP-RATED AUTOMATIC WASHERS!

That's right! Norge makes America's top-rated automatic washers! They're most wanted by most women. Fully automatic from fill to finish, they deliver the world's most perfectly washed, rinsed and spin-dried clothes in minutes... automatically. Norge automatic washers are real time and work savers and are quality engineered to give dependable performance and trouble-free service. Automatic thermostat control provides ideal 100° rinse water. Norge is the completely automatic washer rated No. 1 in performance by three outstanding independent laboratories.



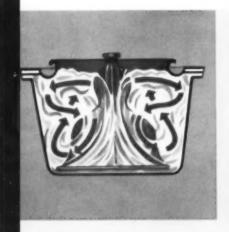
Exclusive Safety Spin stops washer tub automatically if lid is lifted during spin cycle. Allows clothes to be added or removed at any time during washing or rinsing action. Operates only during spin cycle and does not interfere with Time-Line operation.



Easiest-to-use automatic washing control ever designed— NEW NORGE TIME-LINE!

It's exclusive! Every step in the washing process is clearly shown on the illuminated straight-line panel. By pressing the knob just once, washing is completely automatic from fill to finish, yet any cycle can be skipped or repeated at any time.

ONLY NORGE WASHES EVERYTHING SO SAFELY...AUTOMATICALLY!



Wave-Action Wash—Exclusive Norge agitator deepwashes clothes thoroughly using constantly-repeated spiral motions. This continuous wave action washes clothes efficiently, safely, gently.



Mist-Spin Spray Rinsing—After the first and second spin extractions, fresh, warm, aerated water enters automatically while the tub is spinning. This sends a gentle mist of clear, clean water throughout the tub and over the clothes.



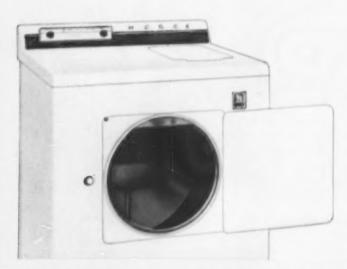
Tidal-Wave Rinse Action—Produces three separate complete rinses... surface rinse, agitated overflow and deep wave rinse. Thermostat-controlled 100° rinse water. Soap and soil are carried out of the drain. A total of five separate rinses gets clothes clean... with less hot water.



Super-Spin—Rapid spin forces water out of the clothes in seconds. Spinning continues until all surplus water is removed and clothes are damp-dry and ready for dryer. Washer cleans itself and shuts off automatically.



NORGE DRYERS-PRICED AND DESIGNED TO BEAT ALL COMPETITION!



Knee-Action Door—Just a touch of the knee opens the door to the big clothes port... no need to set clothes down. All action stops automatically when door is opened and a light illuminates the interior. For extra convenience, the door opens to a full swing of 180°.

Only Norge offers you such a fast-moving, feature-packed line of automatic dryers. Both gas and electric models have every convenience your customers want. Beautifully designed—realistically priced—they give Norge dealers the edge over competition! Look over all the exclusive Norge features... and then make sure you have enough Norge Dryers on your sales floor! They practically sell themselves!

10

dan

out

MORE AIR—LESS HEAT... SAFE FOR ALL FABRICS
Norge Dryer Prices Start As Low As \$149.95

SELECTOR ALR HEAT OFF DAMP

DRY

HEAVY FABRICS

TIMER

0 10 20 30 40 50 60

Time-Line



NORGE AUTOMATIC DRYERS

Only Norge—in all the world—has the sensational new Time-Line control!

Just turn the knob to choose any drying time... up to 120 minutes without resetting. Completely automatic from start to finish, this

clearly visible, straight-line control master-minds the entire drying process. Your customers will find it's easier to see, easier to use!

ONLY NORGE TIME-LINE DRIES CLOTHES 4 SAFE WAYS! AUTOMATICALLY!



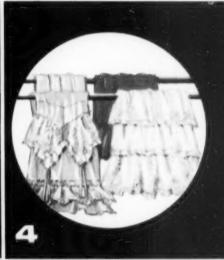
Automatic TUMBLE DRYING with HEAT and AIR . . . Any fabric dries safely this all-purpose way . . . bone-dry to be put away, or damp-dry ready for ironing without sprinkling. Clothes are never too hot to handle.



Automatic TUMBLE DRYING with AIR, no heat . . . Here's thrifty, tailor-made drying for synthetics and other fabrics that need no heat to dry. Air alone circulates through tumbling clothes like a summer breeze.



Automatic HEAT-AIR DRY-ING, no tumbling... By placing "fussy" things (like wool baby clothes and fringed fabrics) on the removable, adjustable drying rack... low heat and gentle air currents dry them perfectly.



Automatic AIR DRYING, no heat, no tumbling... Even cashmere sweaters and nylon hosiery can be trusted to Norge. For only Norge will air-dry delicate items gently and safely... without heat or tumbling.



AMERICA'S MOST ADVANCED GAS RANGE HAS "INFINITROL" BURNERS!



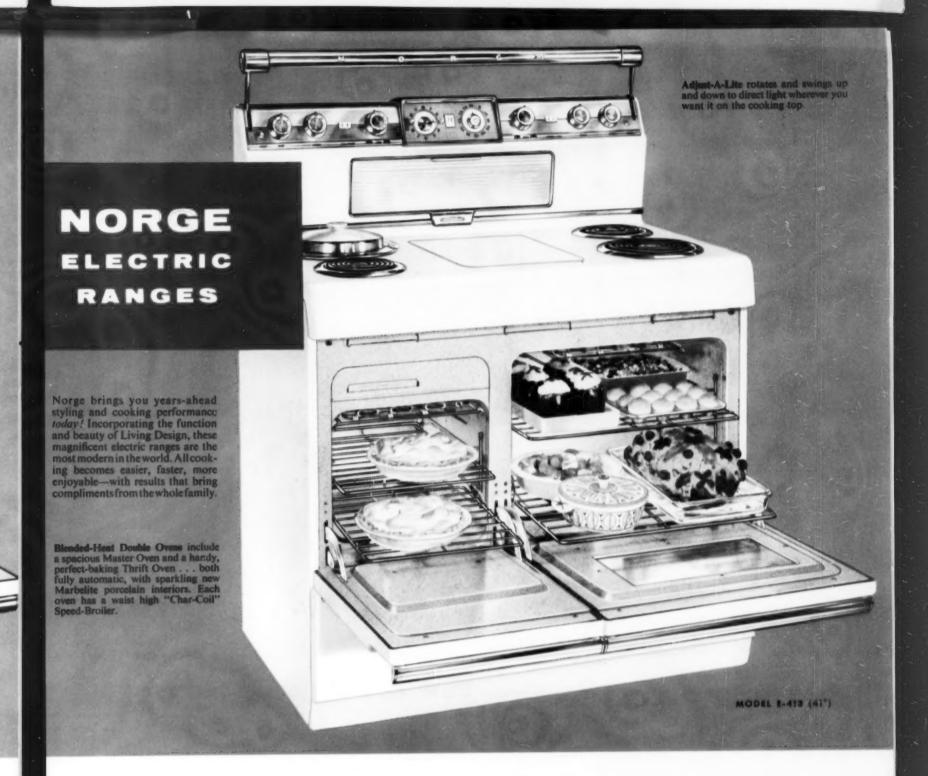
GAS

Infinitrol Burners give an infinite number of cooking heats for thrifty, more efficient cooking. Distinctive new flame pattern and accurate heat control provide performance never before achieved. A Norge exclusive, Infinitrol Burners represent the most advanced engineering and design in gas burners. What's more-Norge gas ranges have all these other wanted features that make them easy to sell! *Mini-Pilot* automatic oven ignition . . . new, large size "Ful-Vue" Controls . . . easy-to-set "Visu-Matic" Electric Clock-Timer . . . easily accessible Speed-Broiler . . . Automatic Appliance Outlet in backpanel . . . Built-in Griddle that turns into a Fifth Big Bonus Burner.

Norge Gas Range Prices Start as low as \$109.95



MODEL G-341 (41")



AMERICA'S MOST ADVANCED ELECTRIC RANGE HAS "SUPER ROCKET" UNIT!



The Norge exclusive "Super-Rocket" Unit gets red-hot in 20 seconds! World's fastest unit provides instant heat. All surface units are new MICRO-TUBE type with interwoven element design. And the new Norge electric ranges are packed with features like these—Twin "Char-Coil" Speed Broilers are waist-high... new 7-Speed "Tele-Vue" Controls with a distinct color for each of the seven accurate cooking heats... 2-Way "Redi-Griddle" can be left in place for all-purpose grilling or covered over with the handy "touch-and-lift" porcelain cover. Norge electric ranges also have the simple, "Visu-Matic" Electric Clock Timer... Hi-Lo Deep Fryer is raisable to a 4th surface unit.

Norge Electric Range Prices Start as low as \$169.95





NORGE

NORGE Customatic REFRIGERATOR-FREEZER ...with exclusive built-in WEATH-R-GARD!

Norge gives you—automatically—a constant correct balance of cold and humidity that keeps all foods perfectly in any season, or climate.

Weath-R-Gard gives each section of the refrigerator exactly the temperature it needs. Norge Customatic defrosting is fully automatic, too, and so is the temperature control in the huge Norge freezer compartment. It maintains constant zero-cold for thorough freezing and safe storage.

What's more, all the other most wanted features are yours with Norge!

NORGE BUILT-IN AUTOMATIC WEATH-R-GARD MEANS YOU NEVER HAVE TO CHANGE THE SETTING!

Norge Refrigerator Prices Start As Low As \$199.95



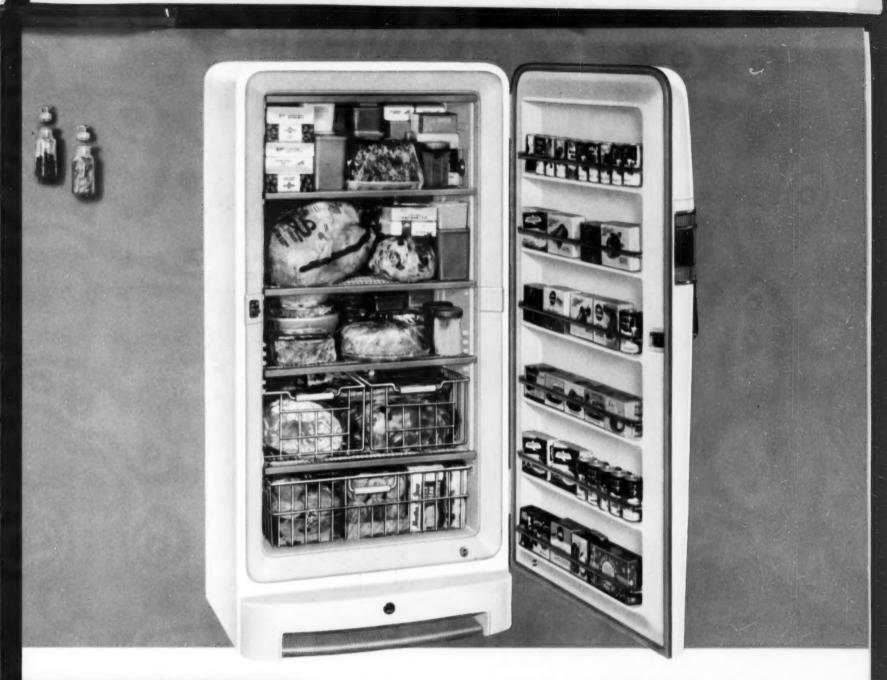
Bottle Basket holds a variety of all-sized bottles (even gallon milk bottles); rolls out with the top shelf.



Daridors provide ideal storage for eggs, cheese and butter, with removable containers for each.



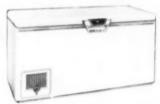
Meat Saver keeps fresh meat at ideal temperatures; has plastic cover. Removable for easy use.



NORGE HOME FREEZERS

The beautiful new Norge Upright Home Freezers with *space-planned* storage give homemakers a place for everything, right where it's convenient to use. Performance-proved features assure perfect, sharp-freezing and safe long-time storage of food at

Norge Home Freezer Prices Start As Low As \$359.95 automatically correct temperatures. They're as compact as a refrigerator and designed for thriftier, easy living. Be sure you're ready for the heavy traffic they'll create! Have them on your sales floor soon!



New, attractive chest-type freezers by Norge have the same automatically correct temperatures for sharp-freezing and safe frozen food storage.

THESE FEATURES ARE FOUND IN ALL NORGE HOME FREEZERS



Control and Signal Light are at front of freezer for convenient temperature selection and visual identification of operation.



Juice rack at waist level provides plenty of space for cans of frozen juices . . . always in quick, easy reach for instant use.



Interior Light automatically illuminates the freezer interior for easy selection of food.



THE LINE DESIGNED FOR STEP-UP SELLING!

Norge designed this line to make the way to higher unit sales fast and easy! Customers will want the Norge Automatic Timer... Water Pump... Polished Chrome Drain Boards. And, watch how many customers sell themselves on the attractive, new Sunshine Yellow models! Norge provides optional features that make step-up selling easier than ever before.

Women are impressed by the distinctive

styling—the handsome chrome trim that sets Norge Washers apart from others. They're impressed by the effortless movability of the machines—made possible by the 5 smooth-rolling casters. You'll appreciate the SERVICE-FREE Norge Transmission that never needs adjustment! And—Norge Washers are competitively priced... starting as low as \$99.95!

YOUR TOWN'S THE TARGET for Norge 1955 advertising!

Big towns! Medium towns! Small towns! Your town will have maximum coverage through the Norge combination of Sunday Newspaper Gravure and carefully selected National Magazines. It's as local as advertising can get...a program that works harder for you than any appliance manufacturer's advertising has ever worked before!

BIG, BOLD AND DYNAMIC!

Dramatic full pages with the powerpacked prestige of full color!

ADS YOU CAN ACTUALLY SIGN!

Ask your Norge Distributor how you can arrange to have your store name as part of the signature of Norge Sunday Newspaper Gravure advertising!

ADS THAT GENERATE ACTION!

The kind of ads that make people stop, look and buy!

AIMED AT YOUR CUSTOMERS IN YOUR TOWN!

Reaches the people you want to sell... the people who live, work and *buy* in your community!

PLANNED FOR "PAY-OFF" TIE-IN!

Norge advertising in your local Sunday newspapers means more impact, more profitable effectiveness for your own tiein advertising every day of the week! and...ONLY NORGE OFFERS ITS DEALERS

T.W.O. = 2%

THE FIRST AND ONLY EXTRA-PROFITS PLAN IN THE APPLIANCE INDUSTRY!

The pace-setting plan that's fattening Norge dealers' margins for 1955!

Only Norge has taken a realistic approach to the dealer's biggest problem today—reduced net profit.

Now Norge does it again with another industry first.

The 2% Profit-Sharing Plan for Norge dealers.

Under the plan Norge will save for the dealer's account two per cent of the cost of each Norge appliance bought from an authorized Norge distributor between January 1 and June 30, 1955. Payment will be made to the dealer in one check shortly after June 30.

The 2% profit is above and beyond the regular margin. It applies to all Norge appliances—from ranges and refrigerators through washers and dryers to freezers and water heaters—regardless of quantity or models.

more-much more-from NORGE



NORGE SALES CORPORATION, SUBSIDIARY OF BORG-WARNER CORPORATION, MERCHANDISE MART PLAZA, CHICAGO 54, ILLINOIS

Air Conditioning Boom

-CONTINUED FROM PAGE 112-

but cut price is actually the product of several subsidiary factors including:

Inadequate Market Forecasting. It's the contention of Mitchell president Bernard Mitchell that the industry has over or under-estimated the market in each of the past four years. The over-estimates occurred in 1951 and 1954 (28 and 25 percent respectively) and the under-estimates in 1952 and 1953 (30 percent in each case). Right now many people think the industry may be under-estimating the year just ahead. Admitting that he was going out on a limb, G-E's president Ralph Cordiner said in December that a hot summer in 1955 might well produce a sell-out.

This problem of accurate forecasting is, of course, complicated many times over because of the influence weather has on the business. A forecast which accurately considers all other factors may be completely off base because of unusual weather.

Since man has not yet been able to do much about long range weather forecasting, the industry's problem is to make it practical to enter the season with an adequate inventory which won't be dumped if a cool summer depresses business.

Several approaches have been tried so far in attempting to reach an answer to this problem. Some firms are operating virtually on a consignment basis in certain markets, agreeing to buy back units unsold as of July or August 1. Other firms have a refund agreement with the amount determined by the number of units still in stock at the end of the season.

Any approach to this market would be made easier if models did not change drastically from year to year. Some firms are already pleading that the industry adopt techniques similar to those in other fields where style changes are minimized so that model changes do not occur too frequently. One inherent drawback to any such approach at the moment is the fact that the room air conditioner is still being developed and that mechanical innovations can be expected from year to year. Some of these improvements are so important (more efficient units make it possible to install units where it was not heretofore possible) that it is difficult to argue that yearly model changes must be eliminated.

The most immediate improvement that can be made is adoption of a more patient attitude at every level in the industry. Spring had not given way to summer last year before distributors were offering "deals," retailers were slashing prices, and manufacturers were making preparations to dump. Such early season price cuts merely condition the consumer to lower prices.

Lack of Brand Preferences. A recent survey by a national magazine found that no brand of air conditioner was preferred by more than 5.4 percent. A survey of NARDA members last year brought forth the frequent comment that "there are so many (Continued on page 128)



That enthusiastic report from Ben Eckenhoff, Viking Representative of Jenkintown, Pennsylvania.

Here Are The Fans He's Talking About . . .



Viking 3-Way "920" Fan

Circulates, ventilates, exhausts
Two speed dial switch
2500 CFM (P.F.M.A. Certified)
Portable and reversible

Fingerproof grills (Front and Back)

Quiet 20" blades

Place 20" blades
Floor and Window stands
optional at extra cost

Viking "955" Custom Fan

Electrically reversible 2 speeds
Eye-level push button controls
Exhausts 3500 CFM
(P.F.M.A. Certified)

Circulates 2000 CFM
(P.F.M.A. Certified)
Quiet 22" blades
Deluxe Model Features

Read These Comments From The Trade

"A tremendous combination. Three prices and sets of features that cover the broadest range of consumer demand. Inventory is a big problem with most of our dealers and these fans solve that problem because they offer the largest volume sales possible with such a short line inventory investment". That approval of Viking's "Volume Short Line" by William C. Fortune of Baltimore Wholesalers, Inc. in Baltimore, Md.

"Sure I've placed my order. Viking puts me in the cooling business at a minimum cost. Their short line takes the risk out of my inventory investment, yet they have enough models and a varied enough price range that I never have to miss a sale." That's a typical dealer comment on the '55 fan line by Harry Himelfarb of Himelfarb Bros. in Baltimore, Md.

"Good products are essential. I'm the first guy to admit that. But these days the sales support a manufacturer gives us is darned important. I play ball with Viking because their Vadnit Coupons pay me \$2.00 on "920" fans and \$3.00 on "955" fans to cover 50% of my Viking promotion cost. And I like their ad mats, store display, window streamer and literature. Helps me do a bang-up selling job". That support of Viking's sales support from W. W. Pollard, Ir. of Television Company of Hagerstown, Hagerstown, Md.

Order The "Volume Short Line" Now From Your Distributor!



More "955" fans were sold in 1954

size or larger.

New wrought iron demonstration and sales center holds all three fans. "920" mounting tilts and swings from left to right holding the "920" securely so it can be operated. The "955" Deluxe and Custom fit back to back so that exhaust area is inaccessible, permitting safe store operation. Occupies 6½ sq. ft. as island display . . . 73" high. Display shipped complete with 25 Free copies of Viking's fact-filled fan literature. Occupies only 4½ sq. ft. as wall display.

DEALERS: Ask your Viking Distributor for the brief but profitable story on "How To Make Money With Window Fans". Also check the Viking's "Ace-in-the-Hole" Price Fan.









TOASTMASTER



2 New Toasters

Buy These ...

2 NEW **TOASTMASTER TOASTERS**

plus any three shown below...

Get this.

3-SLICE **POWERMATIC TOASTER**

For Only

Regular retailer cost \$2487

1767 Your special cost

\$ 720 YOU SAVE



ULTRA COMPACT-40% SMALLER

Here's a new idea in automatic toasters to suit today's trend toward smaller dining areas!

- Two new compact toasters matched in style and size!
- They take less space on a crowded table!
- Easy to store in small space; new 2-slice 40% smaller than B14.
- · American families are larger, their tables smaller. Sell them the

Big Extra-Profit Offer!



MILLIONS OF KING-SIZE FAMILIES ARE PROSPECTS

for this 3-slice toaster!

Only recently introduced, and it's been a sensation from the start! And there are over 17 million families of four persons or more in this country!

- You make \$21.83 or 55% profit on the C4 Toaster.
- You save \$7.20 or 29% of regular retailer cost.
- You average 40% profit on the assortment.
- You enjoy an average of \$1.20 extra profit on each toaster.
- You get the 3-slice for only 35¢ more than the B16 2-slice Powermatic Toaster.

Call Your Distributor! Offer Ends March 31, 1955

CHOOSE FROM AMERICA'S FAMILY OF FINE TOASTERS!



A6 AUTOMATIC, \$17.50



B18 AUTOMATIC, \$22.50



retail

B14 AUTOMATIC, \$23,00 Special thru March 31



B16 POWERMATIC, \$27.50



C4 POWERMATIC, \$39.50



SUPER DE LUXE "TOAST 'N JAM" SET, \$34.95 Available with B14 teaster, \$29.95, special thru March 31 \$26.90, Fair Trade Min.

FULL-COLOR COUNTER DISPLAY and POWER-PACKED SALES KIT is yours FREE with TOASTMASTER* Introductory Offer

Sure-Fire Profit Trio!



Regularly

OFFER GOOD ONLY UNTIL **MAR. 31**

- r distributor for special price during this promo fied users of this toaster than any other in the

DE LUXE Toast 'n Jam SET Regularly \$2995 retail Now only \$2690



BE FIRST to promote this Special in your community!



PRODUCTS OF MCGraw Electric Co.

Order Free Mats and Window Posters Direct from

TOASTMASTER PRODUCTS DIVISION McGraw Electric Co., Elgin, Illinois



Air Conditioning Boom

-CONTINUED FROM PAGE 125-

makes of room coolers flooding the market that retailers are experiencing difficulty in establishing (at this relatively early date) brand recognition among their own customers."

The disappearance of marginal producers will tend to ease this problem somewhat in the years just ahead. The problem is intensified by the fact that relatively few of the 130 brands on the market last year were produced by the company marketing the unit. There has been in the past a strong basic similarity among various brands which will probably disappear some as individual firms develop new features.

individual firms develop new features. Poor Retail Selling. The low level of retail selling is obvious from a reading of "I Tried To Buy an Air Conditioner" which appears on page 95 of this issue. The solutions to this particular problem are obvious. The retailer himself may have to be more selective in picking lines to carry and the manufacturer and distributor must provide basic retail training material.

Poor Promotional Follow Through. Tied in closely with the poor retail selling is the rather apathetic approach to merchandising and advertising room units. Studies by a leading manufacturer show a very close parallel between sales success and promotional effort. This manufacturer found that about two-thirds of his sales were being produced by only 42 percent of his distributors. Going further, this manufacturer found that as a group these distributors were doing more advertising, had more demo centers on dealer floors, and had more advertising dealers than did the other 68 percent of its distributors. Although the pro-motionally-minded group did more merchandising, it spent 33 percent less per unit sold than were the remaining distributors.

It is probably naïve to assume that very many of these correctives will be undertaken by very many people in 1955. All signs point to good consumer demand but the threat of 600,000 to 700,000 units in inventory hangs heavy over the industry's head. On many of these carry-over units the prospect of making money has already been written off and the units will be "liquidated" rather than sold.

Two things do, however, brighten the outlook somewhat. First is the possibility that the industry will end up the summer almost sold-out. This should make it easier to undertake some constructive corrective policies during the latter part of the season and for 1956. Second, many of the new 1955 models incorporate engineering advances which should help in developing real specialty selling.

All in all it seems likely that 1955 will not be nearly as bad as many in the trade expect it to be. This may seem to be a rather negative consolation but the industry—and the appliance dealer in particular—would be well advised not to sell room air conditioners short. Nothing that happened in 1954 or nothing that appears likely to happen in 1955 diminish the long range appeal and vitality of the room air conditioning market. End

If Journal readers carried red bags...



You'd see they're almost half the women in your store



Too bad there isn't some sure way to recognize
a Journal reader just by looking at her. You'd be
amazed—for practically every other woman
who enters your store reads the Journal!*

It stands to reason that if you feature products on which
these women are already partly pre-sold—specifically, those
advertised in the February Journal—you're going to make
more sales more quickly and more easily!

*A recent nationwide survey among women shoppers in appliance stores throughout the country showed that 47% of them read the Journal.

These products, advertised in the Journal, are household names to millions of women and their families:

ABC Washer and Dryer Arvin Lectric Cook Bendix Duomatic Washer-Dryer Broil-Quik Super Chef Bug-Kil Vape-lectric Insect Destroyer Club Aluminum Waterless Cookware Electrolux Cleaner Eina Portable Sewing Machine Empire Electric Percolators Federal Vogue Enameled Ware Flint-Ware Cookware G-E Irons Geneva Kitchens Hallite Cooking Utensils
Hankscraft Sterilizer Set and Hankscraft Bottle Warmer and Vaporizer Hardwick Gas Ranges Heco Clocks Hotpoint Electric Ranges Hotpoint Refrigerator-Freezer In-Sink-Erator Food Wasta Disposer Ironrite Automatic Ironer Kaz Electric Vaporizers Kelvinator Washer & Dryer KitchenAid Dishwashers Lux Clocks Lux Electrical Calendar Clocks Met-L-Top ironing Tables Mirro Aluminum Utensils Mirro Fry Pans Mirro-Matic Electric Percolator Necchi Sewing Machines
Osterizer Liquefier-Biender Oster Portable Electric Food Mixer Pfaff Sewing Machines Republic Steel Kitchens Revere Ware Rid-Jid Ironing Tables Speed Queen Automatic Washer Speed Queen Washers and Dryers Sunbeam Automatic Frypan Sunbeam Automatic Toaster Tappan Gas Ranges Universal Coffeematic Universal Gas Ranges Universal Steam'n Dry Iron Wagner Cast Iron Skillets Wear-Ever Aluminum Coffee Makers West Bend Flavo-matic Automatic Percolator Westclox Alarm Clocks and Westclox Timer Westclox Electric Alarm Clocks Westclox Electric Wall Clocks Whiripool Automatic Washer Whiripool Automatic Washer & Dryer Whirlpool Surgomatic Washer White Sewing Machine Youngstown Kitchens Zenith Table Radios



Never underestimate the power of the No. 1 magazine for women...



v MORE Dealers will

ANSWER: FOR THE SAME REASONS MORE

NET PROFIT

Quaker has an out-of-this-world trade-in deal that protects your full profit. Again this year Quaker's fabulous trade-in sale will bring prospects into your store and you won't have to give away your shirt to close a deal. Quaker's generous factory trade-in plan protects your net. That's why it pays to switch to Quaker.

AMAZING HEATING **EFFICIENCY**

67 years of heater leadership . . . 67 years of specializing in the engineering of space heaters of every type has given the great Quaker line advantages that cannot be matched. Nothing . . . absolutely nothing ... in the space heater field can out-perform, out-value, or give the lasting satisfaction of a Quaker. And no matter what the heating requirement may be, there's a Quaker model to fit the need. That's why it pays to switch to Quaker!

INCREASED VOLUME

It takes volume sales to make real money. Quaker makes your store heating headquarters in your community. How? By spending its national advertising dollars where they do the most good . . . in your town telling your neighbors that you have the best trade-in deal, the biggest value, the finest, trouble-free, heatingest space heater made. Quaker's local-level advertising brings prospects into your store. That's why it pays to switch to Quaker!

SELLING HELP

Walk a prospect to a Quaker and you've made a sale! Quaker's ingenious, in-your-store merchandising literally speaks for itself! Points out every Quaker feature . . . explains every benefit . . . answers every question . . . develops the desire to own a Quaker . . . makes it easy to sell a Quaker. That's why it pays to switch to Quaker.

I DIDN'T BELIEVE IT COULD BE DONE

WE HAVE MORE THAN DOUBLED OUR HEATER SALES OVER LAST YEAR WITH THE HELP OF THE QUAKER PROMOTIONS AND THE STRONG ADVERTISING SUPPORT PROVIDED BY QUAKER"

(SIGNED)

R.E. Tunnel MGR.

QUINN-MILLER & STROUD PITT COUNTY'S MOST MODERN FURNITURE STORE GREENVILLE, N.C.



QUAKER MANUFACTURING COMPANY

1147 Merchandise Mart — Chicago (54), Illinois (Division of Florence Stove Company)

Please send us the Quaker deal for 1955 and literature on new Quaker line and name of nearest distributor.

Plague Print Address City_

State

Switch to Qualter in 55!

DEALERS SWITCHED TO QUAKER IN '54



America's newest, most complete Gas Heater line!

- New vented models with 2-Way 20-year guarantee and automatic forced-air "floor-level" blower!
- New "Cool Cabinet" unvented models!
- New unvented radiant-circulators!
- New unvented circulators!





 America's leading line of Kerosene Cabinet Heaters. Four models at popular prices featuring the new model NCF2 with built-in forced-air fan.

Quaker Assured Comfort OIL HEATERS

- Exclusive patented features make Quaker Oil Heaters easier to sell!
- Patented forced draft eliminates chimney problems and service calls!
- A complete range of sizes and prices for every area!





Quaker Assured Comfort

- America's most popular Sleeve Type Oil Heater line.
- Four models ... two double burner models and two single burner models.
- Superior features make Quaker Sleeve Type Heaters better 10 ways.









quickly available!

parts jobber for quality Whirlpool parts,

WHIRLPOOL CORPORATION . St. Joseph, Michigan

Clyde, Ohio • LaPorte, Indiana

sel Manufacturer of Washers, Dryers and Irosers

exhausts, ventilates, filters out pollens (hayfever sufferers please note) and can even provide heat on chilly days.

"Don't wait for more hot weather. Call us today at LOcust 2-4216 or use the enclosed card. There is no charge or obligation for our air conditioning survey service.

Building His Brand

Another letter starts off with, "If you can't go to the mountain, make the mountain come to you.

'That was Mohammed's idea years ago. Today the idea is not only practical, but inexpensive too. It is being accomplished every day by the in-stallation of General Electric room air conditioners.

"For home comfort . . . greater efficiency at the office . . . or your place of business . . . for you, your family, your employees or your customers . . . wherever you desire the luxury, comfort and exhilarating effect of fresh mountain air . . . there is a General Electric room air conditioner to meet your requirements. . . "Don't hesitate another day . .

we are as close as your phone . . . or your mailbox. One of our trained representatives will quickly and courteously survey your comfort require-ments and submit his recommendations. I suggest that you dial LO 2-4216 today or use the enclosed card. Don't wait until you are already uncomfortable.

Both of these letters, as all others

Both of these letters, as an others on air conditioning going out from Pazik Appliances, are signed, "Comfortably yours, George Pazik."

In practice, Pazik has found that most of his interested prospects reply by phone. He always includes the mailing card just in case, but the telephone number has done the best

job. Pazik even trains his salesmen with tape recorders for better salesmanship on the audio approach of the telephone.

Uses Centralized Service

The handling of installations for the Pazik store is done by his Mil-waukee distributor. "We have centralized service here in Milwaukee," says Pazik. "We can't support an installation crew on my business. As a small dealer, we can't give them the training they should have.

The appliance store does a thorough survey job of the possible site location before closing a sale. They choose and recommend the location for installation and guarantee that it will work. The salesmen use a device which has resistance equal to a 2 hp unit to check the wiring.

Specialized Approach

The volume done by this Milwaukee dealer is not large. He moved 24 units in June this last year. "And then," says Pazik, "the weather came down." It cooled off in Milwaukee as in many other parts of the country.

"This is a tight, conservative town," says the dealer. "Hard to sell. Warm nights are absolutely essential to move air conditioning."

But dealer Pazik, who is chairman of the NARDA Milwaukee group, does not let the weather get him down. His over-all volume jumped from \$87,000 for 1953 to about \$145,000 in 1954. And he is making plans for a more specialized approach on his direct mail. Pazik feels that direct mail will wear out in time and that as he and his business grow, he can expand his advertising and pro-



"WHEN OUR AD SAID WE COULDN'T MENTION THE MAKER, MADAM, IT'S BECAUSE WE DON'T KNOW WHO IT IS."

Hitch your wagon to a rocket Arvin TV, that is!

ARVIN ROCKET 21
\$159.5

FULL 21" SCREEN

ARVIN ROCKET 21

Table Models and Console

Guaranteed Arvin quality at a rock bottom price • NEW longer dealer discounts! • now with aluminized picture tube for as little as \$169.95 • phenomenal range and stability • side mounted controls on a horizontal chassis—so heat can't pile up • compact cabinets in beautiful finishes, table models only $21\frac{5}{8}$ " x $20\frac{1}{16}$ " x $17\frac{1}{2}$ " • built-in all-channel one-knob tuning optional for only \$20 extra!

Willow Green or mahogany-color metal table models \$159.95.
Mahogany Grain Arvinite table model \$179.95. Tables extra,
Mahogany Grain Arvinite Console \$189.95. All models
available with aluminized picture tube, \$10.00 extra.

DISTRIBUTOR FRANCHISES AVAILABLE IN SEVERAL AREAS Wire or Write: Weldon L. Payne, General Sales Manager

Radio & Television Division,

Arvin INDUSTRIES, INC., Columbus, Indiana

So much MORE . . . for so much LESS!

Today's TV shopper is a penny pincher. He wants the last possible ounce of value for the money he's going to spend—and the sensational Arvin Rocket 21 gives him just exactly that. It meets or beats the lowest prices of your competition—and look at the advantages!



GREATER PROFIT,
BIGGER VOLUME,
FASTER TURN-OVER... CONSUMER SATISFACTION

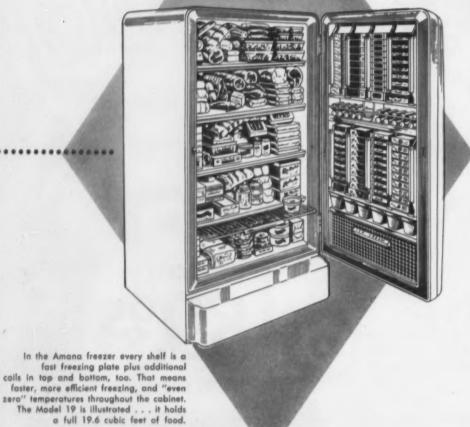
Judge for yourself!



ARE GUARANTEED TO OUTPERFORM ALL OTHERS . . . NO WONDER GUSTOMERS DEMAND THEM!

Amana freezers have all the features that consumers want. The new "stor-mor" door for example, holds a full month of meals. All the food is easy to see, easy to reach, because the automatic food dispensers serve the packages in the order they were stored. Then there's a new exclusive dessert and ice cream bar, and a special left-over shelf with multicolored plastic containers. Yes, Amana "stor-mor" freezers have the features customers want.

The Proof? Amana is the world's largest manufacturer of food freezers, and Amana dealers sell more freezers each year, regardless of industry trends.



World's Largest Manufacturer of Food Freezers . Backed by a Century Old Tradition of Fine Craftsmanship

with the PRODUCTS OF

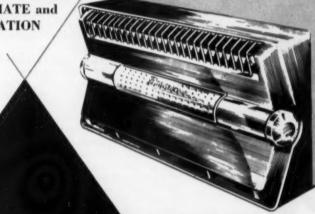


...the Record Proves it!

Amana
ROOM AIR-CONDITIONERS

Precision built and handcrafted at Amana, these new air conditioners for '55 are truly the world's standard. Yet, they are competitively priced and carry an exceptional mark-up for the dealer. Investigate this complete line of Year 'Round and Deluxe Room Air Conditioners from ½ H. P. to 1½ H. P. They're easiest to sell, easiest to install, easiest to service!

AMANA ROOM AIR CONDITIONERS
OFFER BALANCED CLIMATE and
WHISPER QUIET OPERATION



Amana

Char Road

ROOM AIR CONDITIONERS

MORE THAN 32 MILLION HOMES

are covered by the

CBS-TV network with the
greatest sports show on the air
Big Ten Basketball sponsored by

Amana PLUS a continuing series of ads in
LIFE, SATURDAY EVENING POST, TIME, BETTER

HOMES and GARDENS, and other leading publications
reaching millions of families with the story of Amana
superiority. Turning millions of prospects into Amana customers.

With decorator white or rich brown case, fits all double hung and casement windows. Fits flush inside or outside the window.



have priced for the watmarket... quality renotracted for the most exacting. Carries on dates full markey for the dealer.







for business

AMANA REFRIGERATION,

INC.

AMANA, IOWA

LARAINE DAY TV'S GREATEST SALES PERSONALITY

is selling and telling families all over the country that the products of Amana are the world's finest.

For the finest products, investigate the Amana franchise. Backed by National advertising and local promotion plus dealer aids with real selling know-how, the Amana dealer sells more and makes more profit per sale . . . industry records prove it. Phone, wire, write for information on the big profit franchise!



- CONTINUED FROM PAGE 91 -





faster than ever before

New, space-saving, permanent display sells ELEC-trivet and ELEC-trivet coffee service on sight. Created by a leading display designer to show the whole "buyappeal" line at a glance. It's just one more sure-fire Paragon sales help to make more sales and build more profits for you.

And best of all, this "eye 'n buy" display is free when you buy the special display-pack. Includes: one TRV-C coffee service, one TRV-2 Family Tree, one TRV-3 Federal Wreath, and one decorator model.

Cash in on the demand for PARAGON "de-frost-it"



Over 2,000,000 now in use...ending messy defrosting and adding new life to older refrigerators.

PARAGON
ELECTRIC COMPANY
Two Rivers • Wistonsin

the peak year for attic fan sales. Attic fan sales, incidentally, are the

Aftic ran sales, incidentally, are the only fan classification showing a decline in 1954.

Again in 1954 it is estimated that approximately 75 percent of all attic fan business went into new construction, as more and more builders recognize the advantage of providing some means of summer cooling as standard equipment, just as they furnish central heating plants. The remaining 25 percent of attic fan sales go into remodelled homes, and satisfied customers are said to be responsible for the greatest portion of this business.

At least 75 percent of the attic fans sold, it is estimated, were of the horizontal installation type, discharging vertically.

Portable Roll-Arounds

Up to the beginning of 1954, there were so few manufacturers with portable roll-around fans in their lines that it was impossible to obtain estimates of yearly sales volume in this type fan. However, the number of manufacturers coming into this business is increasing each year to the point where it is now possible to present estimates of sales for 1953 and 1954. Approximately 175,000 roll-around units were sold in 1954. This is approximately 60 percent greater than the previous year's unit volume of 110,000. At an average retail price of \$73, the dollar volume aggregated \$12,775,000 in 1954 compared to \$8,250,000 in 1953.

Roll-around models are distinguished from pedestal types mainly by their tubular frames with wheels or casters. The frame forms a handle, which makes it simple to push the fan from room to room on wheels. Popular sizes in this classification are 20-in. units, although some makes come in 18- and 16-in. sizes also.

New Products

Practically all leading manufacturers are getting ready for another big year in 1955 by introducing new designs for established models and adding new fan types to their lines.

In the window fan classification 20in. models that are electrically reversible, and with fan heads that can be snapped in and snapped out of window panels, converting each unit into a portable, table, desk or floor unit are being added by many makers. Promotional 20-in. window fans are also being introduced at prices as low as \$29.95.

Square or boxed shaped models seem to be the favorite design. And most models have retractable handles for easier portability.

As the 1955 lines are introduced there's a noticeable trend toward accessories. Quite a number of fan producers are presenting basic units or fan heads designed not only to snap in and snap out of window panels, but for use with other accessories as well. Outstanding among the accessories is the tubular roll-around stands on casters or wheels which quickly convert a basic unit into a roll-around model. Other accessories include table stands and wall brackets with swivel arrangements, which makes it possible to direct air flow in any desired direction, window panel extensions, and timers.

These accessories should have an appeal for distributors, dealers and consumers alike. Distributors and dealers can offer a broader selection of fan applications with a minimum stock, and consumers can increase the use-value of a fan purchase by using these various accessories.

Predictions

1955 is going to be another good fan year, according to all predictions which range from equalling 1954 to exceeding 1954 by at least 25 percent. Here is a cross-section of the best industry opinion concerning what's ahead for fans in 1955:

"It's going to take a lot more work and sales effort."

"With reasonably good weather in 1955, the industry will enjoy a fan volume approximately equal to 1954—factory shipments may not be quite as great, but this will be due to carryovers from 1955 in distributor and dealer inventories."

"All levels of the fan industry from manufacturer to retailer will approach fan business on a very realistic basis in 1955, recognizing the fact that there is an abundant supply of merchandising that only hard selling and promotion will keep at the very high level of the last few "good weather years."

"Barring extremely cold weather, the fan business should be even greater than any we have experienced as the American people become more comfort conscious."

Still another manufacturer, making a long-range forecast for his fan business came up with the following projections on three categories. These figures include such factors over the next ten years as an average obsolescence of nine years for all types of fans. Desk and bracket replacement demand is estimated at 15 percent on the basis that this type fan may be replaced by an air conditioner, a floor or window type fan when they are ready for replacement nine years from now. Commercial fans are not included.

	Desk and Bracket		Hassocks		Window	
	Units	Satura-	Units	Satura- tion	Units	Satura- tion
1953	3,035,000	45.8	335,000	2.1	845,000	3.8
1954	3,825,000	51.4	360,000	2.9	1,425,000	6.9
1964	2,500,000	40.0	500,000	6.0	2,500,000	32.0



It's great to be a Carrier Room Air Conditioner Dealer! Because Carrier Distributors are extra helpful!

When a Carrier Dealer wants to demonstrate the dozen ways to install a Carrier Room Air Conditioner, he really doesn't depend on this kind of support. But the distributor holds up his end in other ways. For example, he has a warehousing plan that will keep plenty of units within easy reach. More than that . . .

Carrier Distributors know air conditioning!

They grew up in the air conditioning business! Twenty-five of them have been associated with Carrier for more than twenty years . . . nearly sixty of them for ten years or more! They're the most experienced air conditioning distributors in the industry!

You can count on them for knowledgeable help, practical assistance, sound personal counsel. The Carrier Distributor will help you dig up prospects! He'll help you close sales! Another important sales-aid ...

You have the Carrier name to sell!

Carrier doesn't make light bulbs, TV sets or phonograph records-just air conditioning! They know air conditioning best! And Carrier Room Air Conditioners show it! ... from the slim silhouette styling to the weather-armor cabinet . . . from the corrosion-proof coils to the exclusive cooling reservoir!

Learn more about the new 1955 Carrier Room Air Conditioner...and what it's like to be a Carrier Dealer. Write for the GIANT Room Air Conditioner issue of "Inside Carrier"-the monthly magazine that's meant for Carrier Dealers only!

Mail coupon for GIANT "Inside Carrier"!

Look what you get from the Carrier Distributor!

- · Financing and warehousing plans to ease your inventery problems! Your distributor carries a complete line to supply you within hours instead
- · Four retail financing plans designed to make payments painless! Give a prospect up to 36 months to pay. You can even sell him with no down payment in some cases!
- Advertising and premetional plans custom-built to your needs! Get the personal attention of a trained advertising man plus a special "Starter Package" to begin selling as a Carrier Dealert

Look at the products you have to sell!

The Carrier Room Air Conditioner illustrated below has universal appeal! Carrier was first with "multi-mounting." You can install the new 1955 Carrier almost flush with the sill; you can install it in basement, casement, wall or even through a transom!

-		
La	rri	er

REFRIGERATION INDUSTRIAL HEATING

CARRIER CORPORATION, 318 S. Geddes Street, Syracuse, New York

I want that free GIANT Room Air Conditioner issue of "Inside Carrier" and the name of my nearest Carrier Distributor.

I'd also be interested in finding out more about:

Carrier Sesidential Weathermakers

Carrier Self-contained Weathermakers

Street



It's a steal!

It's the hottest thing on the market!

It's only \$ 95



AUTOMATIC SKILLET

G.E. demonstrates new idea in cooking!

New Automatic Skillet with heat thermostat makes frying, cooking easier...more flavorful

Only-\$ 95 *
Manufacturer's recommended retail or Fair Trade price.





1. "I am Kathie Norris, and I'd like to tell you about the most wonderful advance in cooking in recent years. Made possible by the new G-E Automatic Skillet, it makes meal-getting easier. Now you can set the temperature when you fry and cook, just as you do when you bake a cake!



2. "The G-E Skillet, like a modern oven, has a built-in thermostat. You dial the heat, put the food in when the light signals, and after that—the temperature never varies. Quite different from cooking on a stove burner where heat builds up and up, unless you keep adjusting it.



3. "You can't imagine how this simplifies cooking... particularly frying! You get perfect results without constant watching. Food tastes better, too. For just as cakes bake best at one heat and roast beef at another, so every food has a 'just-right' temperature—listed on the Skillet handle.



4. "And everything you fry at recommended temperatures will be digestible! It is only when fat gets too hot—begins to smoke—that it becomes indigestible. The G-E Skillet works at temperatures well below this danger zone... yet it sears food so it comes out light and crisp—never soggy.



5."You'll use it too for stews, pot roasts, upsidedown cakes, casseroles. Just use a standard 12" cover, or get ours—only \$3.00° extra. In addition, the G-E Skillet lets you cook anywhere. It won't harm the finest surface—cook at the table, on the porch, keep food warm between servings.



6. "Best of all, this Skillet is a cinch to wash. Its special finish keeps food from sticking. And you can immerse it in water—right up to the end of the temperature chart. Handle hooks over dishpan or sink. Visit your G-E dealer this week—see how easy it is to cook perfect food every time!"

Progress Is Our Most Important Product

GENERAL (ELECTRIC



Informative ads like this will be pre-selling your customers from March 7th on. Tie in—you're bound to cash in. Contact your G-E Housewares distributor for attractive, effective promotion and display material.

Compare

with any other wheel-type fan on the market . . .



Welch takes to Wheels

WITH THE NEW

Wheel Breeze

MODEL 66 is the most dealer-conscious fan ever offered. Unquestioned Welch quality and performance, the usual Welch 5-year motor guarantee and the most competitive price you've seen hit right where it feels best . . . in your cash register. It's the best looking fan on wheels—Seafoam Green, high impact plastic on a carriage of seamless, stain-less steel tubing. Heavy duty wheels with Nylon sleeve-bearings require no oiling, roll easily on rubber tires. And, as usual, exclusive Welch innovations make selling a "breeze." Fan revolves to intake or exhaust, locks in any position in full 360° circle. Tubular frame lowers to 34½ in., raises to 43 in. high with fingertip ease. 3 speed switch; 1000-800-600 r.p.m.; 3000 CFM. 22 lbs. light.

RETAILS FOR



* If you aren't getting 40% plus profit on your present line write for our Hot Stove League Plan

The Dealer-Conscious Fan Line

NOW, a choice of three 20 in. fans with 2 new models. A portable, a straight exhaust, an elec-trically reversible offer a selection of 20 in. fans for every pocketbook.

MODEL 16

MODELS W200, WR210

W. W. WELCH CO. CINCINNATI 2, OHIO

The famous Welch Air Flight Circulators, still the nation's number one sales leaders.



"I Tried to Buy An Air Conditioner"

-CONTINUED FROM PAGE 95-

man who stands among his bewilder-ing array of merchandise shrugging his shoulders and telling you they're all alike (You idiot, and for Pete's sake make up your feeble mind.) My wife and I ran into this attitude consistently a few weeks ago when shopping for an automatic washer. The first fellow we ran into who had faith in his product, and who troubled to give us a few intelligent reasons as to why we should buy it had a sale so fast it made his head swim.

Advertising and sales promotion men stay up nights coming up with reasons, real or imaginary, as to why their product is better than, or at least different from, competition. If the dealer isn't prepared to guide his prospect to a choice according to what the prospect feels is important, what is he doing on the sales floor?

If you leave it up to the prospect to come in pre-sold and fore-armed with all the information necessary to a decision, can you blame him for expecting a discount equal to the salesman's commission he has actually earned? The gray fog generated by this "all alike" attitude is not the positive climate in which sales are born. Scratch the surface of the discount problem and you will find that a key factor is the indifferent, uninformed salesman who is unwilling or unable to do anything toward earning the commission that you know, and I know, and John Q. Public knows a list price includes

In Philadelphia. An Echo Chamber

Now here's a few minutes of uninterrupted listening to a salesman for one of the largest independent appliance dealers in Philadelphia. After a round or two with this hotshot I began to get the impression I was talking into a canyon:



CUSTOMER: That one is a half horsepower huh?

SALESMAN: That's a half. CUSTOMER: The price is \$389.95? (Looking at the price

SALESMAN: That's \$389.95. CUSTOMER: (Pointing to a second casement window unit) Will this go in a casement window too? SALESMAN: That will go in a casement too.

CUSTOMER: But most of it's outside?

SALESMAN: Outside.

CUSTOMER: What do you do, just take a pane of glass out of your casement window and stick this through?

SALESMAN: That's all.

CUSTOMER: How big a unit is

SALESMAN: That's a half. CUSTOMER: Same size?

SALESMAN: Same size. CUSTOMER: How much is this? SALESMAN: \$299.95-a little less. CUSTOMER: Quite a bit . . . almost a hundred bucks less.

SALESMAN: Yeah.

No dentist after an impacted molar ever pulled and tugged harder than I did with this tight-lipped fellow tryin to get at the facts. It was no use, he just wasn't talking. And needless

to say, I wasn't buying.

It would certaintly be unfair to say that all of the sales presentations I heard were uniformly as bad as these. Some were excellent and had me literally reaching for my wallet. But an indication of the general failure to touch the primary bases leading to the sale stems from the fact that only six of the 30 room unit salesmen l talked to asked for my name and address before I disappeared into the Great Unknown. Only three of the thirty, or a slim 10 percent, offered to make a room survey. Only two offered a business card before actually being asked for one. But the real stopper came when an aggressive salesman in Brooklyn collared me as I was leaving after his excellent sales pitch and asked me to put a \$10 deposit on his unit. Out on the sidewalk the realization suddenly struck me that after 3,200 miles and more than two dozen room unit interviews someone had finally asked to see the color of my money. It was the very first time I had been asked for the order!

During 1955, almost 130 manufacturers of air conditioning equipment will pump finished units into the distribution pipeline bearing a retail price tag of well over \$2 billion. For the first time in 14 long years the responsibility for keeping this vast stream of goods flowing freely is on distribution rather than production. The industry's products will be competing with an unprecedented volume of cars, freezers, hi-fi sets and thousands of other items designed to magnetize the dollars of the American consumer.

The jobs of the more than 75,000 men and women who design and manufacture air conditioning will depend on the outcome of that competition. I wonder if Mr. Dealer is equal to the challenge.

The Holliwood HIT of the SHOW

Now ready for immediate delivery . . .

Order today and be first with the latest!

largest capacity of all in its price class! Will barbecue up to a 15 lb. turkey or a 20 lb. roast!

Model 1000T

Holliwood

BAKER^{*} Rotisserie

that's a partable stove!

*Only Holliwood has the BUILT-IN-BAKER (patents pending) that's an integral part of the unit—not just an accessory or attachment! It gives the largest baking area . . . covers the entire inside width of the rotisserie, not just a portion!

complete with regular \$19.9.



on easy rolling casters!

VALUE.....\$89.90

BOTH FOR (Fair Trade)



SANOO

Model 1000 (without Serve-A-Cart) \$44.95 RETAIL



 Built-in baker has perforated chromed steel baking grid that conducts heat evenly
 . . is removable for easy cleaning.

Look at all these terrific features:

- special wire baking rack
- extra barbecue rack
- 2 hour automatic timer
- push-button heat controls
- · on-off motor switch
- · heavy duty motor
- · chromed inside and out
- four platter positions
- 12 heating ranges

- heat-resistant, look-thru glass door
- 1 year element guarantee
- 1400 watts AC only—
 110 to 120V
- handy removable platter handle
- removable spit
- size: 221/2 x 13 x 113/4"
- shipping weight 25 lbs.
- · individually packed

when you sell affollowood you sell the best!
FINDERS MANUFACTURING CO.

3669 SOUTH MICHIGAN AVENUE

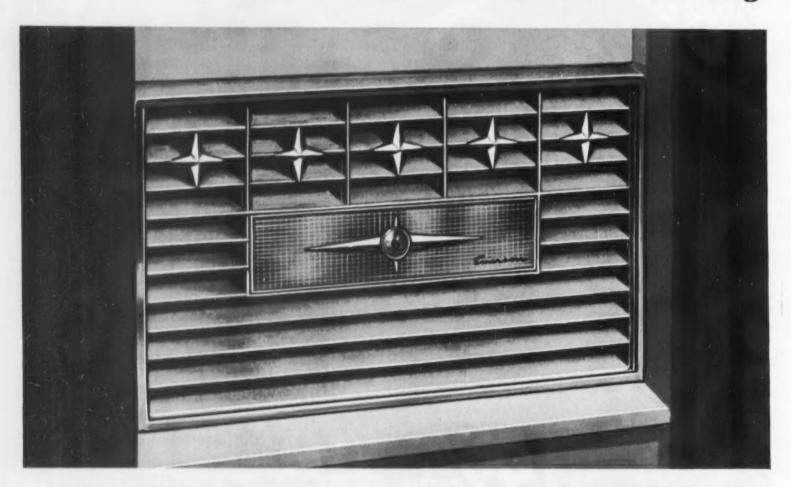


COMPLETE PRICE PROTECTION
FOR YOU...because Holliwood
IS FAIR TRADED AS ALWAYS!
You Get
FULL MARK-UP! MORE PROFIT
NO PRICE CUTTING COMPETITION!

Now from Emerson

MORE NEW

than in the entire history



NEW ADVANCES IN FLEXIBILITY!



Emerson mounts in 15 different positions from flush inside to flush outside...and mounts with only simple tools!

- · Mount in a transom
- Mount in a transom
 Mount at window-top
- M
- Mount through wall
 Mount half inside, half out
- · Fits even casement windows, neatly, easily!

Emerson, first with 'Do-It-Yourself' installation, now offers complete mounting flexibility Emerson—easiest to install—easiest to sell!

NEW ADVANCES IN PERFORMANCE!

New Emerson engineering advances give you the greatest competitive advantage in the business!

- Exclusive! Two models (½ and ½ h.p.) available with a 7½ amp rating! Emerson dealers can provide air conditioning to everyone, regardless of local restrictions. Overcomes all city ordinance and landlord objections. .and operates with greatest possible economy!
- Exclusive! Simple plug-in thermostat available for all Standard models.
- No supports needed! So compact, Emerson requires no outside supports to mar walls with holes or rust stains.
- "Eyes-front"! Easy to Reach! All openings and controls at front.
 No groping behind curtains for controls!
- No dust or pollen! New Emerson electrostatic filter is most effective yet devised for purifying air!
- Really quiet! Fan motor is rubber-mounted, permanently lubricated. Quiet centrifugal blower. Thermal and acoustical insulation.
- Fire Escapes too! Flexible mount allows unit to be pushed into room from outside for quick entry or exit!
- · Heats too! DeLuxe unit has heater, built-in thermostat.
- No-Drip! Emerson evaporates all moisture, eliminates drip!

1/3 h.p. \$18995

1/2 h.p. \$23995

34 h.p. \$29995

1 h.p. \$39995

(RESIDENTIAL AND COMMERCIAL UNITS AVAILABLE IN 2- AND 3-TON MODELS)

ADVANCES

of air conditioners!

plus the industry's most exciting

price, promotion and profit story!

Now, Emerson (fastest-selling television and radio line) delivers 1955's greatest air conditioner moneymakers! Not since the industry was born, has one manufacturer engineered so many wanted features into one line, and priced this line so low! And behind this great product appeal, is the prestige of

the dependable Emerson name, plus a power-packed program of promotion that can have but one result: more business for you, with Emerson, in '55! *Profitable* business—because Emerson's sensational new dealer discount plan means a healthy profit on every sale.



Emerson exclusive!

first portable radio,
first portable television...and now

first portable air conditioner!

Now you can offer two air conditioners for the price of one! Because only Emerson is so compact, we were able to develop an ingenious Wheelair cart that carries Emerson room to room! One unit cools living room during daytime and evening, bedroom all night! Quick adjustment of side panels, and Emerson fits any window! An exclusive Emerson feature—that sews up the sale! Wheelair optional on new 1955 Emersons.

PRICES SLIGHTLY HIGHER SOUTH & WEST

CONTROL OF CONTROL OF CORPORATION, NEW YORK, U.S.A.

OVER 15,000,000 SATISFIED OWNERS PROVE EMERSON IS AMERICA'S BEST BUY!

ELECTRICAL MERCHANDISING-FEBRUARY, 1955

PAGE 143



Free Trials Sell

CONTINUED FROM PAGE 96-

The free home demonstration offer was an immediate success, Littrell declares. It was worked out in six routine steps. (1) The prospect requested the free trial. (2) His credit rating and ability to pay were checked. (3) Littrell made a survey of the house to determine the size and equipment needed. (4) The room unit was installed promptly, free of charge and with no obligation. (5) The free trial lasted for four days so that the prospect could receive the full benefit of the demonstration. (6) At the end of the trial, Littrell or one of his salesmen would call back to close the deal.

"The weather was cool until about the middle of June," says Littrell, "then when a heat wave struck, temperatures around this section soared up as high as 106 degrees. That was when the calls for free home trials really started coming in-and we were ready for them. Sometimes we would get as many as seven or eight calls a day. Our trucks and service men were on the go continually."

Littrell estimates that more than 85 percent of the room air-conditioning units he installed on the home demonstration plan, were sold, and his total sales volume for the year was in excess of \$45,000 in air-conditioning alone. Littrell feels that this is dramatic proof that free home trial demonstration is one of the best ways to sell air-conditioning units.

Operations Are Big

Considering the size of his sales area, Littrell is a pretty big operator. He has a staff of six salesmen and four service men and does an overall business volume of approximately \$200,000 annually. His service department operates on an average of 15 hours every day and he backs up everything he sells with guaranteed service. Close cooperation with Dick Simmons, district representative of Shobe, Inc., enables him to plan sales in advance and to execute them accordingly.

"The free home demonstration method of selling air-conditioning units is the most successful method we have used," Littrell sums up. "The cost of installing the units and the time involved adds up to a very small outlay when you consider that we get an 85 percent return in sales on the End



BIG MONEY FOR YOU

in Waring's "Golden Million" celebration!

You buy 2 Blendors 1 Chrome 702 and 1 PB-5 each \$26.52—(3 or more price) You get 1 Blendor 702 Chrome or PB-5 for only Your total cost for all 3 Blendors . Total retail value . . \$13050 YOUR PROFIT, (46.7%, TAX INC.), \$6094

This is the best way we know to say "THANKS" for selling a million WARING BLENDORS! You made the "Golden Millionth" Blendor possible! Now here's your chance to share in even greater profits! Cash in! It's the biggest money-making offer in the business...and it's just the beginning of the great things to come from WARING in '55! The Blendor business is on the march! ... and everybody knows ...

if it isn't a Waring...it isn't a Blendor!



FOR '55 Sales Building new Promotions ... on TV! ... Radio! Magazines! Newspapers right in your town! Special window streamers, display kits, ad mats! WARING - the leader in blender sales - leads the way to bigger volume for you in '55. Deal yourself in on WARING'S "Golden Million" Deal for bigger Plus-Profits.







WARING PRODUCTS CORPORATION 25 West 43rd Street, New York 36, N. Y. A Subsidiary of Claude Neon, Inc.

For more action on both sides

BUILD YOUR AROUND THE

Tribune advertising helps you sell more these four ways!

Percentage of expenditures of general advertisers of housing equipment and supplies and radio and television sets in each Chicago newspaper.

First nine months, 1954

60.2% 17.6% 12.3% 9.9%

CHICAGO CHICAGO CHICAGO
TRIBUNE DAILY NEWS AMERICAN SUN-TIMES



Your best prospects! When Chicagoland families are ready to make buying decisions, they turn to the Tribune for shopping information because they know the Tribune contains by far the largest selection of home merchandise offers.

The biggest audience! The Tribune reaches hundreds of thousands more families than read any other Chicago newspaper. It places your brand before the families who account for the bulk of the appliance store purchases in Chicago.



Greater trade impact! When you place a schedule in the Tribune, you give your salesmen a potent selling point to use with Chicago dealers. These merchants see Tribune sales power producing daily cash register response.



Increased dealer support Dealers give your brand added backing by merchandising your Tribune advertising in store and window displays. They know from experience such tie-ins help them attract more pre-sold customers.

YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO ...

of appliance store counters... PROMOTION CHICAGO TRIBUNE!

YOUR ADVERTISING pays off in increased sales action when you place it in the Chicago Tribune. More than any other medium you can use, the Tribune gets response from consumers and dealers. It is Chicago's basic source of buying information and No. 1 hard lines medium.

How general advertisers of appliance store products rate the Tribune's superior sales power is shown by the chart. Because the Tribune produces best results, they invest more of their promotion funds in the Tribune than in all other Chicago newspapers combined.

You use the Tribune to best advantage when you base your advertising on a Tribune consumer-franchise plan, custom-built to your situation. A Tribune representative will be glad to show you how the consumer-franchise plan has helped others and how it can help you get the sales volume and market position you want in Chicago. Why not get in touch with him today?

gicago Tribune

Chicago A. W. Dreier 1333 Tribune Tower SUperior 7-0100 New York City E. P. Strubsacker

Detroit W. E. Bates 220 E. 42nd St. Penobscot Bldg.

MUrray Hill 2-3033 WOodward 2-8422

San Francisco Fitzpatrick Associates 155 Montgomery St. GArfield 1-7946 Los Angeles Fitzpatrick Associates **DUnkirk 5-3557**

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

ELECTRICAL MERCHANDISING-FEBRUARY, 1955

PAGE 147

a NEW HIGH in wringer washer performance

to help you get your share of the huge wringer washer market

Super-Regent
FOR 1955
features that sell!



Dual hase quickly fits sink faucet for filling tub with clean water, and also, emptying suds water through second, separate channel in same hose.





Centers important controls in one, convenient, attractive grouping. Shuts off washer at predetermined time. Adapts to various fabrics.



a line that's profitable . . .

Our 1955 line has better than ever profit opportunities for you! New models that sell at prices that bring you up to 42% profit after freight!

Our direct-to-dealer sales plan gives you this higher margin and superior service. Our half century experience building only wringer washers is your assurance of highest quality.

Get your share of the huge—and profitable
—wringer washer market! Buy direct from
an independent wringer washer manufacturer!

Woman's Friend

MAKING GOOD WASHERS FOR HALF A CENTURY

Advertising Contracts

-CONTINUED FROM PAGE 97-

matter) upon receipt.

For this same reason, you will usually find that you assume complete responsibility for copyright infringements, libel, and other claims coming from the publishing of an advertisement. That is why it is important to have written consent from people you use as testimonials, photos, etc., before publication time.

Many contracts will reserve the

Many contracts will reserve the right to refuse some copy, and some will reserve the right to omit advertising in favor of editorial material for some big news break, etc.

These restrictions and limitations are not to discourage the use of advertisement space. The exact opposite is true. The newspapers want and need your business, your advertise-

When an appliance salesman finds he can't change a customer's mind, the most he can do is change the subject.

ments. One of the main functions of the newspaper is to sell your merchandise—and to sell it quickly, economically, and repeatedly.

No Set Contract Rules

There are no hard-and-fast set rules to the newspaper advertising contracts. Professional advertising folks, the newspapers, and the advertising electrical merchandising people do not know why the great variety, when it started, or even why it continues. Some consider it a disadvantage—but many are turning this disadvantage into the profitable advantage of additional advertising flexibility. . . They are doing it by knowing their newspaper contracts.

These basic fundamentals will give you a start when you are ready to sign a new contract for a coming year. You can review your old contracts—decide where you have any waste spending—and request the changes in your new 1955 contracts.

End



"WHAT MAKES YOU THINK YOU CAN CALL AT 4:30, SATURDAY AFTERNOON AND EXPECT IMMEDIATE DELIVERY AND INSTALLATION . . . WAIT! WAIT! DON'T HANG UP . . . I WAS JUST ASKING A QUESTION."

Siegler Heater Patents Make You Up To \$25,000 a Year Profit

WITH A FEW HUNDRED DOLLARS
YOU CAN BASE YOUR BUSINESS
ON SIEGLER'S HEATER
PATENTS AND MAKE A
FORTUNE!

NOW COMPARE THE "MORE-THAN-DOUBLE" PROFIT METHOD OF SIEGLER DEALERS WITH THE AVERAGE RETAIL OPERATION!



YOU SELL ONE PAT-ENT PROTECTED LINE!

Siegler's Warm Floor Heating is Patented. Siegler dealers "own" a huge market!

YOU'RE IN BUSINESS WITH A SMALL INVESTMENT!

Prospects reached by you must buy from you. A Hot Demonstration clinches your sales!



PATENT-MADE

BACKED BY A (S)
NATION-WIDE
NA



YOU MAKE MORE-THAN-DOUBLE PROFITS!

A small investment — plus Siegler's patented performance will make you a Fortune!

YOU CARRY MANY "UNPROTECTED" ITEMS!

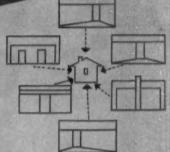
Everybody fights for the same prospect in a crowded market!



YOUR REWARD IS

A large investment — small return: that's doing business the hard way!!

SLASHED PROFITS!



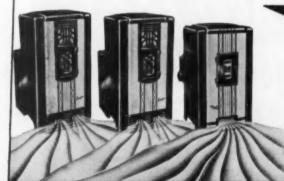
YOUR INVESTMENT AND OVERHEAD ARE HUGE!

Everybody sells the same . . . yet "Sure-Sales" become "shoppers"!



LET US PROVE HOW SIEGLER CAN

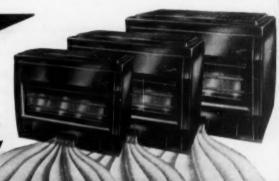
PUT YOU IN THE BIG MONEY-FAST!



FOR FULL DETAILS
PLEASE CONTACT

Siegler CORPORATION

CENTRALIA, ILLINOIS



SIEGLER'S PATENTS ELIMINATE COMPETITION AND MAKE YOU A FORTUNE!

a NEW HIGH in wringer washer performance

to help you get your share of the huge wringer washer market

Super-Regent
FOR 1955
features that sell!



with clean water, and also, emptying suds water through second, separate channel in same hose.





Centers important controls in one, convenient, attractive grouping. Shute off wester at prodetermined time. Adapts to various fabrics.



a line that's profitable .

Our 1955 line has better than ever profit opportunities for you! New models that sell at prices that bring you up to 42% profit after freight!

Our direct-to-dealer sales plan gives you this higher margin and superior service. Our half century experience building only wringer washers is your assurance of highest quality.

Get your share of the huge—and profitable
—wringer washer market! Buy direct from
an independent wringer washer manufacturer!

Woman's Friend

WASHERS

MAKING GOOD WASHERS FOR HALF A CENTURY

Advertising Contracts

-CONTINUED FROM PAGE 97-

matter) upon receipt.

For this same reason, you will usually find that you assume complete responsibility for copyright infringements, libel, and other claims coming from the publishing of an advertisement. That is why it is important to have written consent from people you use as testimonials, photos, etc., before publication time.

Many contracts will reserve the

Many contracts will reserve the right to refuse some copy, and some will reserve the right to omit advertising in favor of editorial material for some big news break, etc.

These restrictions and limitations are not to discourage the use of advertisement space. The exact opposite

vertisement space. The exact opposite is true. The newspapers want and need your business, your advertise-

When an appliance salesman finds he can't change a customer's mind, the most he can do is change the subject.

ments. One of the main functions of the newspaper is to sell your merchandise—and to sell it quickly, economically, and repeatedly.

No Set Contract Rules

There are no hard-and-fast set rules to the newspaper advertising contracts. Professional advertising folks, the newspapers, and the advertising electrical merchandising people do not know why the great variety, when it started, or even why it continues. Some consider it a disadvantage—but many are turning this disadvantage into the profitable advantage of additional advertising flexibility. . . They are doing it by knowing their newspaper contracts.

These basic fundamentals will give you a start when you are ready to sign a new contract for a coming year. You can review your old contracts—decide where you have any waste spending—and request the changes in your new 1955 contracts.

End



"WHAT MAKES YOU THINK YOU CAN CALL AT 4:30, SATURDAY AFTERNOON AND EXPECT IMMEDIATE DELIVERY AND INSTALLATION . . . WAIT! WAIT! DON'T HANG UP. . I WAS JUST ASKING A QUESTION."

Siegler Heater Patents Make You Up To \$25,000 a Year Profit

WITH A FEW HUNDRED DOLLARS
YOU CAN BASE YOUR BUSINESS
ON SIEGLER'S HEATER
PATENTS AND MAKE A
FORTUNE!

NOW COMPARE THE "MORE-THAN-DOUBLE" PROFIT METHOD OF SIEGLER DEALERS WITH THE AVERAGE RETAIL OPERATION!



YOU SELL ONE PAT-ENT PROTECTED LINE!

Siegler's Warm Floor Heating is Patented. Siegler dealers "awn" a huge market!

YOU'RE IN BUSINESS WITH A SMALL INVESTMENT!

Prospects reached by you must buy from you. A Hot Demonstration clinches your sales!



PATENT-MADE

BACKED BY A INS NATION-WIDE S1,500,000 ADVERTISING PROGRAMI

YOU MAKE MORE-THAN-DOUBLE PROFITS!

A small investment — plus Siegler's patented performance will make you a Fortune!

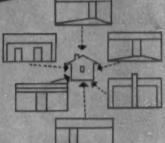
YOU CARRY MANY "UNPROTECTED" ITEMS!

Everybody fights for the same prospect in a crowded market!



YOUR REWARD IS SLASHED PROFITS!

A large investment — small return: that's doing business the hard way!!



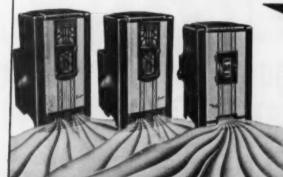
YOUR INVESTMENT AND OVERHEAD ARE HUGE!

Everybody sells the same . . . yet ''Sure-Sales'' become ''shoppers''!



LET US PROVE HOW SIEGLER CAN

PUT YOU IN THE BIG MONEY-FAST!



FOR FULL DETAILS
PLEASE CONTACT

Siegles

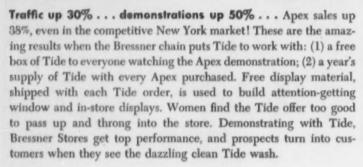
CENTRALIA, ILLINOIS

SIEGLER'S PATENTS ELIMINATE COMPETITION AND MAKE YOU A FORTUNE!

The Record Speaks for Itself: In Big

WASHER DEALERS BOOM SALES







Another Whirlpool sold! The Young Heating Co. increases sales 400%, traffic and demonstrations 100%, skillfully utilizing free display material—convincing evidence of Tide's ability to boost traffic and clinch washer sales. For good reason, too, because nothing else will wash as clean as Tide, yet is so mild—no washday soap, no other detergent known, and that includes the sudsless products. No wonder washer dealers coast to coast have racked up phenomenal increases using the Tide Premium Plan. Why don't you tie in with Tide and let its powerful appeal increase your traffic, demonstrations and sales? Mail the coupon today and put Tide to work for you.

THIS IS THE TIDE PLAN... It Worked Coast to Coast — It Can Work for You!

Here are the terms: As a dealer, you can get Tide at the regular Procter & Camble Sales Department prices* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.25 per case—minimum order 5 cases). And, with your Tide, you also get a colorful free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

- Use Tide for bonus offers—offer a supply of Tide with the purchase of a washer (minimum offer ½ of case per washer sold).
- Use Tide to build traffic—offer a box of Tide to each prospect who comes in to watch a washer demonstration.
- 3. Use Tide for demonstrations—get top performance from your washers. Tide gives you a dazzling clean wash...leaves no soap film. Laboratory tests prove it!

You also agree to feature Tide merchandise offers in your advertising and to display the Tide packages with your washers.

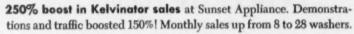
*Prices subject to change without notice. Shipped C.O.D., freight prepaid. Offer good only in Continental United States (including Alaska) and Hawaii.



Towns and Small, Month After Month...

WITH TIDE PREMIUM PLAN!







854 Maytag washers sold in 60 days by Price's, Inc. to establish new world's record mark. Demonstrations and traffic increased 100%.

...and from coast to coast come other enthusiastic reports like these:

100% increase in annual Norge volume—Praeger Hardware, San Antonio, Texas... Speed Queen sales zoom 300%—Anderman's Furniture Co., Ottawa, Ill.... 320% boost in Frigidaire sales—Jenkins, Inc., Memphis, Tenn.... 147% jump in Thor sales—King Hardware Co., Atlanta, Ga.... 783% more Speed Queen sales—Rhodes, Inc., Mobile, Ala.... Norge sales soar 300%—National Furniture Co., Charleston, W. Va.... Maytag sales increased 140%—Shaker, Travis and Quinn, Inc., Poughkeepsie, N. Y.



is your best tie-in bet because ...

MORE WOMEN USE TIDE
IN AUTOMATIC WASHERS
THAN ANY OTHER
WASHING PRODUCT SOLD!

ELECTRICAL MERCHANDISING-FEBRUARY, 1955

CLIP COUPON BELOW-ORDER YOUR TIDE TODAY!

Bo	×A	E.
Tic	de Home Laundering B	Bureau
11	17 Enquirer Building	
Cit	ncinnati 2, Ohio	
W	ease arrange to have shi e agree to use all the formation Plan described	pped to uscases of Tide (minimum order 5 cases) Tide on this order in accordance with the terms of the Tide l above.
Ste	ore Name	
St	reet Address	
a		C
C	ity	State
		State
	(Please check boxe) Please send us at n	
	(Please check boxe) Please send us at n window streamers,	es below for promotion material desired.) o cost a washer promotion display kit containing wall poster and counter cards bearing the name ofwashe cost the following newspaper mats for the purpose of advertise



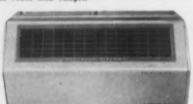


Which one will you be? selling plenty of

- When you sell Airtemp, you have the help of specialists who know how to get room air conditioners into the hands of consumers!
- When you sell Airtemp, you sell with Franchise protection-distributors and dealers are franchised!
- When you sell Airtemp, you sell the only line with time-tested models for both conventional and casement windows!

For casement windows-the original, tried and proved Airlemp especially engineered for quick, easy installation inside casement windows. Gives you sales where others can't compete!

For consentional windows-six different models, one that's just right for every size room and budget.





progressive dealer

AIRTEMP room air conditioners at a profit (the famous brand people know and have confidence in)

... or a dealer struggling with "unknown" brands people distrust.

A FEW SELECT AREAS ARE STILL OPEN

GET ALL THE DETAILS-MAIL COUPON TODAY!

Comfort Zone

AIR CONDITIONING FOR HOMES, BUSINESS, INDUSTRY

ROOM AIR CONDITIONER DEPARTMENT-EM-2-55 Airtemp Division, Chrysler Corporation 1600 Webster Street, Dayton 1, Ohio

Yes, I'm interested—please rush complete details NAME

ADDRESS

ZONE.

STATE

FEBRUARY, 1955-ELECTRICAL MERCHANDISING

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE

1955 Built-in Ensembles and Range Lines





HOTPOINT Built-In Kitchen Ensemble

Hotpoint Co., 5600 W. Taylor St., Chicago 44, III.

Device: New deluxe "Customline" ensemble of built-in kitchen appliances finished in brushed satin chrome includes an under-counter automatic dishwasher, a 2-door combination refrigerator-freezer, a built-in oven with lighted pushbutton controls; 2 separate counter top cooking sections, each with 2 surface units.

Selling Features: Highlight of range surface units is the "Super



Speed Calrod" 2600 watt unit which gives instant flexible heat for any cooking operation at touch of button; each surface cooking section has "remote-control" lighted pushbuttons that can be installed anywhere in kitchen; raisable thrift-cooker in one section can be used as surface cooking unit or converted to deepfat fryer with plug-in fryer



unit; plug-in griddle also available for use on any kitchen counter surface.

Deluxe, 2-door refrigerator has separate door for a 91 lb. capacity top-mounted food freezer; brushed satin chrome exterior; spice gold trim; electric blue interior; features include 2 aluminum shelves on nylon rollers; adjustable split shelf; automatic defrost and water disposal system; slide-out drawer for 12 lbs. fresh meat; 2 vegetable pans; door shelves; door rack for fresh fruit; heated butter bin, foil and wax paper dispenser; twin cheese keepers; egg rack; removable rack on freezer door provides storage for juice concentrate cans.



Built-in automatic dishwasher available for undercounter use or installation with laminated maple top; controlled by single dial; washes, rinses, and electrically dries up to 66 pieces including pots, pans, glasses, dishes and complete silver service for 8; dual detergent dispenser automatically injects 2 measures of detergent during operation, insuring high washing efficiency even in hard water areas.

Cooking units can be purchased and installed in any combination desired; in addition to deluxe oven, a lower-priced companion oven is also available for "double-oven" needs; automatic thermostats control cooking heat for fryer and surface griddle.



FRIGIDAIRE Built-In Sectional Range

Frigidaire Div., General Motors Corp., Dayton, O.

Device: New built-in stainless sectional range equipment has been added to Frigidaire 1955 line.

Selling Features: Built-in equipment include a surface cooking section with 2 fast-heating units (one 6-in., and one 8-in.) which are hinged at bottom, and fold into back panel when not in use, leaving countertop free for work area; units turn off automatically when folded into back panel; sections can be installed on ordinary cabinet top in a variety of arrangements; illuminated heat scale-indicator shows at glance which of 5-heats is in use.

Automatic wall oven, 17-in.



wide, has vertical twin doors that open front center; when one door is opened the other automatically opens with it, making it possible to install oven in tight corners; 2-speed time signal, oven clock and oven temperature controls conventiently located on full-width panel above oven; 2 sliding removable shelves; high-speed broiling unit and broiler pan are other equipment. Prices: Fold-back surface unit, RV-92, \$86. Imperial wall oven, RV-90M \$182.95



PHILCO Ranges

Philo Corp., Philadelphia, Pa.

Models: 1955 Philco line, features 1955 Philco line, features built-in Roast-meter, in two top models.

Selling Features: Roastmeter, available on double or single oven



ranges, when speared into center of roast, electrically records on control panel indicator the degree of roast doneness, calibrated to actual temperatures inside roast.

"Broil-Under-Glass" broiler on 7 models provides smokeless broiling –special glass shield permits heat rays to broil without spatter.

4 models, including 2 Roastmeter models, have Quickset timer
oven control-operation is simplified to 2 steps: setting time meal is
to be ready and setting length of
cooking time required-all control
information is off face of timer
clock and appears in individual
windows, controlled by individual
knobs: right window contains
"hours-to-cook" and left window
"finish time" of meal, and each
window is so labeled.

1955 Jifty Griddle is 30 percent larger than 1954, gets heat from broiler unit on which it is placed.

Jiffy-Lift deepwell cooker has newly designed lid with Time Minder knob.

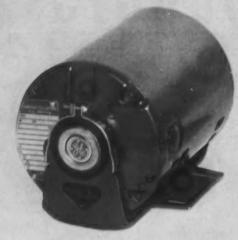
40-in, range ovens are 23-in, wide except double oven model.

Chromium and copper trim,

Lighter, smaller, more attractive G-E motors designed to power the popular-priced WINDOW FANS, EVAP-ORATIVE COOLERS, AND ATTIC FANS you sell.



1/6 hp, split-phase



1/4 hp, split-phase



1/3 hp, split-phase

Summer Cooling Fans Equipped



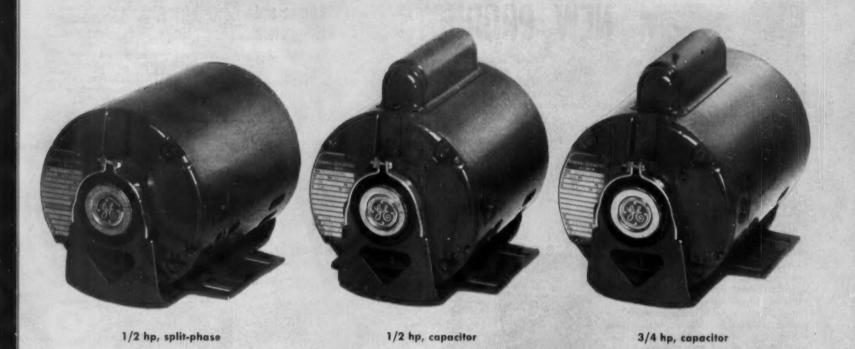
ALL-ANGLE OPERATION of these sleeve-bearing motors is assured by their outstanding lubrication system. Bearings are supplied with oil from a large reservoir . . motor lubrication unnecessary for summer cooling use. This is important where attic fan motors are mounted vertically—eliminates extra cost for extended oilers and ball bearings.



G-E MOTORS HELP YOU SELL. Your customers recognize the G-E motor as a motor of quality . . . and the G-E Monogram as a symbol of reliability. Take advantage of this customer acceptance and make sure that the cooling fans you sell are G-E powered. And prominently display these tags available from your supplier.



BACKED BY LOCAL SERVICE. When you sell a G-E motor equipped product, you are assured competent motor service from a nearby Authorized General Electric Small Motor Service Station. If an inoperative motor is returned to you, take it directly to the Service Station . . . for prompt repair with genuine General Electric renewal parts.



with G-E Motors Sell Faster

When your manufacturers of evaporative coolers, window fans and attic fans equip their products with G-E fhp motors, your selling job is simplified.

For instance, your customers will like the 40% lighter weight and 40% smaller size of these G-E fan motors. Users of portable window fans especially appreciate light motor weight and streamlined motor design. And on all fans these features mean more versatile, attractive products . . . increasing your sales.

Longer motor life results from General Electric's advanced moisture-resistant insulation system and vastly

improved lubrication method. No relubrication of these motors is necessary for summer cooling use.

Here's how to make these outstanding motor features work for you when selling cooling fans equipped with G-E motors. First, point out just how important a part the motor plays in satisfactory fan performance, then, tell your customer about the many outstanding features of the General Electric motor.

The next time you place an order with your supplier of window fans, evaporative coolers, and attic fans, suggest they be . . . "Equipped with General Electric motors." General Electric Company, Schenectady 5, N.Y.

Progress Is Our Most Important Product

GENERAL ES ELECTRIC



FRIGIDAIRE Ranges

Frigidaire Div., General Motors Corp., Dayton, Ohio

Models: 11 models in 1955 line include 40, 30 and 21-in. widths.

Selling Features: Top models equipped with "Heat-Minder" that watches foods, never lets them overheat; thermostatic control automatically maintains exact temperature selected for cooking, boiling, warming or frying-simply set color-keyed dial and unit preheats automatically; new high-speed unit reaches full heat in seconds, then automatically switches to selected cooking heat; deepwell cooker with adjustable temperature controlthermostat automatically keeps fat at correct frying temperature; temperature can be adjusted; deepwell unit can be used to boil, bake, roast, simmer; automatic oven controls include a clock control that automatically turns on oven, cooks entire meal ready to serve upon homemaker's return; same control will also start coffee automatically before homemaker arises.

2-speed electric time signal chimes continuously when cooking operation is completed—timing range extends from one to 105

Other features in top models include non-slide griddle that fits snugly onto surface units; large 17-in, wide ovens provides 15 per-

cent more shelf area; storage space.

Some models have divided tops, others have units clustered to the side. Top models available in yellow, green or white porcelain to match other Frigidaire colored appliances.



GENERAL CHEF Twin Kitchen Unit

General Air Conditioning Corp., 11 W. 42nd St., New York 16, N. Y.

Device: General Chef Twin all-inone complete kitchen unit No. E-600.

Selling Features: Unit consists of 6 cu. ft. refrigerator with hermetically Tecumseh compressor, a

NEW PRODUCTS Ranges and Refrigerators

range with 3 T & K surface units of 1100 watts each and an oven and broiler unit of 2700 watts plus a 1-piece seamless porcelain top and twin sinks with rounded corners; twin sinks are each 12x16 in.

Ranco cold control on refrigerator provides 7 temperature settings; cabinet bonderized inside and out; triple density Fiberglas insulation prevents cooking heat from affecting refrigerator temperatures; horizontal freezer has 9 ice cube trays capacity; large plastic meat tray below freezer; 2 shelves in door for extra storage.



HOTPOINT Ranges

Hotpoint Co., 5600 W. Taylor St., Chicago, 44, III.

Models: Hotpoint 1955 Golden Anniversary range line includes five 39-in. and three 30-in. models. Selling Features: Standard equipment on all 1955 Hotpoint ranges is a new 2600 watt "Super Speed Calrod" surface unit designed to give instant flexible heat for any cooking operation at touch of button; small diameter combined with greater coil length gives greater utensil contact, longer life, increased speed.

Double-oven model RD-23 has lighted pushbuttons, automatic timer controls, small appliance outlets and a 170 sq. in. plug-in. surface griddle that will cook up to 12 hamburgers or 6 large pancakes. Optional plug-in deep fryer converts raisable thrift cooker into a spillproof fryer.

A giant rotisserie in master oven plugs-in and automatically turns turkey or large roast on rotating skewer. In addition to rotisserie, 2 other broiler conveniences are standard:—a raisable broiler rack operated by small crank makes it possible to raise chops or steak close to heat to sear in juices, then lower for desired cooking distance; a double grill with handles hooks to back of broiler pan so that 6 chops or a heavy steak can be turned over without puncturing

All ovens on 39 and 30-in. ranges have removable bake and broiler units. Single oven top deluxe range RC-23, without giant rotisserie has all deluxe features for timing and automatic cooking including lighted pushbuttons, broiler rack and grill; raisable thrift cooker; plug-im surface griddle and French fryer available as

optional accessories on all 1955 39-in. models except RB-63.

Medium-priced double-oven, push-button model RB-66 and single oven RB-65 with 3 storage drawers have low fluorescent-lighted control panels built around crisp horizontal sweeps of spice gold and chrome; new "time center" angled at left.

Low-cost RB-63, has single oven with removable bake and broil units, 4 surface units; storage drawer on nylon rollers, rotary switches and standard pushbuttons for baking and broiling.



Deluxe 30-in. range, RH-2 has 3 surface units, raisable thrift cooker, built-in rotisserie, auxiliary broiler, removable bake and broil units and complete automatic meal timers for "remote-control" cooking; a plug-in fryer is optional.

Medium-priced 30-in. model RG-2 has standard pushbutton switches, Calrod bake and broil units, 3 surface units, a raisable thrift cooker and a crisper drawer for cereals and crackers; outlet for optional fryer.

RF-1, 30-in. range has rotary switches for 4 surface units, standard pushbuttons for oven cooking, 1 storage drawer and removable bake and broil units.



DWYER Kitchen Unit

Dwyer Products Corp., Michigan City, Ind.

Device: Dwyer "400" combination refrigerator, electric burners, sink, storage space, cutlery drawer and indirect lighting, in one cabinet.

Selling Features: Refrigerator has 3.2 cu. ft. capacity; heremetically sealed compressor; stainless steel ice cube compartment.

Two 1250-watt Inconel surface burners have stainless steel trim; hinged, tilting burners with removable drip pan for easy cleaning have 3-heats: high, low and medium.

Vitreous porcelain sink bowl, 12½ x 14½ x 6½ in.; aerated splash faucet and 3½ in. chrome cup strainer; designed for easy installation of garbage disposer.

Total connected load, 1450 watts including 2 incandescent bulbs on either side. 110 volts; 120-208 volts available on special order. Top of cabinet can be locked. Price: \$495.

1955 Refrigerator Lines



KELVINATOR "Foodgrama"

Kelvinator Div., American Motors Corp., Detroit, 32, Mich.

Device: Kelvinator "Foodrama" combination upright freezer and refrigerator.

Selling Features: Two sections-moist-cold refrigerator and upright freezer in a single 16-cu. ft. cabinet are divided by insulated wall; each has its own vertical door; two doors open from center outward-with both doors open 7 ft. wide panorama is revealed. Combines more than 11 cu. ft. fresh food storage and nearly 5 cu. ft. frozen storage; an unrefrigerated door-rack is also provided for bananas.

Refrigerator-compartment door features "breakfast bar" that stores breakfast staples in a special section; twin egg racks for 16 eggs-space for 1 lb. bacon, containers for 2 flavors fruit juices; butter and cheese compartments; deep shelves for bottles and snacks. Single "Polarsphere" compressor. Refrigerator section cooled by a series of refrigeration coils concealed behind 'humidiplate along back of cabinet interior, which controls humidity and defrosts itself automatically without user-attention during offperiod refrigeration cycle; single temperature-control dial regulates entire system. 5-shelves in refrig-erator section—3 of the roll-out type; slide-out "handitray"; fullwidth basket for fresh fruit rolls on nylon rollers; 2 porcelain enamel crispers.

Freezer section stores 116 lbs. frozen foods; 4 refrigerated shelves; 2 removable shelves for pastry and sundry frozen items; has its own separate control dial to lower temperature for fast freezing. Freezer door includes shelf-storage for 2 gal. packaged ice cream, racks for 21-cans frozen juices; rack for 75-ft. roll of freeze-wrap in unrefrigerated sections;

Price: \$629.95.

Raytheen is the world's largest producer of marine radar. Raytheon pioneered radar and produced 75% of all ship-borne radar used by the U. S. Navy in World War II.



Navy jet pilots are safeguarded by a new electronic "clocking" device—the first triumph for a complete carrier-controlled system to guide the approach and landing of aircraft. Another of scores of miraculous achievements by Raytheon!



5000 mathematical operations in ONE second-performed by Raydac,* the digital computer developed for the Bureau of Aeronautics by Raytheon!

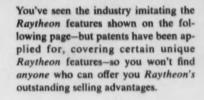


Occasionally diathermy patients suffer burns or shock by arcs or "shorts" caused by pads and electrodes. New "Microtherm" punits generate penetrating heat WITHOUT pads—WITHOUT electrodes. No burns—no shocks—thanks to Raytheon!



*Trademark Registered

NEW IDEAS REVOLUTIONIZE TV





RAYTHEON

brings you

brings you miracles

to boost your profits like magic!



FIRST BIG 19" SCREEN

Color TV

NO TUBES!

2500 HOURS ON

MIRACLE PERSONAL PORTABLE RADIO

NOW IT'S YOURS 486 Revileon TRANSISTOR 12. To stamped your buying public, bring you volunte sale, as greater profits that you've enjoyed in a decide of the MANY MIRACLES Reviews of the MANY MIRACLES Reviews

SEE NEXT 3 PAGES FOR MODERN MIRACLES BY RAYTHEON!

Raytheon was FIRST with 15" color TV, first AGAIN with GIANT 19" screen—first with slanted chassis—first to mount full controls on front of cabinet—first with a practical set you can sell to the non-engineering-minded family man, knowing he can operate it with full satisfaction!



Revolutionary New

Star-monic

Big ALL-picture

13995

Giant 21" screen only \$159.95 up

It's All Picture



NO SQUINTING-All giant screen picture! From edge to edge, it's ALL one huge, comfortable-to-watch image-the clearest, steadiest, most deeply and fully defined picture you've ever seen!

Stand-up Tuning!



NO SQUATTING-Tunes from natural, fingertip level. Complete set of controls-on top! It's another widely-imitated Raytheon "first"!

Sparkling Decor Color-Combinations

Decorators' dream come true! Five smart new fashion-favored colors in striking two tone effects! Gleaming stainless steel trim.

New Stars of TV open



Supreme Luxury at Prices Competition Can't Meet!

PAVITHEON Aristocrat 21"

Early American Masterpiece-Genuine maple . . . 21" tube. Three high fidelity type speakers. C-2174, VHF; UC-2184. VHF-UHF.



Three speakers; two tone controls; big 21" aluminized picture tube; tinted safety glass; full 270 sq. inch picture. C-2169-M, Mahogany finish—VHF; C-2169-M, Blonde finish—VHF-UHF; UC-2169-M, Blonde finish—VHF-UHF; UC-2169-B, Blonde finish—VHF-UHF.

In the luxury Aristocrat line, you have a Miracle Price Leader console at only \$199.95—and a step-up by step-up series all the way up to an authentic Early American masterpiece that even a Texas "oilionnaire" will be proud to own.

In short: look at the Raytheon line—look at Raytheon discounts—and you'll see why Raytheon distributors and dealers are the happiest people in the trade!



The triumph of the designer's art; superb "hi-fi" speaker; 21" tube. C-2167-M. Mahogany finish-VHF tuner; C-2167-M. Blonde finish-VHF tuner; UC-2167-M. Mahogany finish-VHF-UHF; UC-2167-B. Blonde finish-VHF-UHF.



Two acoustically balanced high fidelity type speakers, stereophonic sound. 21" tube. C-2168-M. Mahogany finish-VHF tuner; C-2168-M; Mahognay finish-VHF-UHF; UC-2168-M; Mahognay finish-VHF-UHF; UC-2168-B, Blonde finish-VHF-UHF.



FULL FIDELITY SOUND

Full range, full toned sound-40 to 15,000 c.p.s.-makes Raytheon TV indistinguishable to the ear, from good "hi-fi" phonographs.



72° PICTURE TUBE

New 72° picture tubes in Raytheon Aristocrats give much larger, clearer image-unsurpassed for brilliance and clarity of detail.



Rich hardwood cabinetry lends distinction to table-top convenience! 21" tube. C-2165-M. Mahogany finish-VHF; C-2165-B. Blonde finish-VHF.

Kind of TV!

It's the BIG DRIVE for '55

The Raytheon Planned Profit Program is based on retail-minded planning. It starts with products—miracle products so many years ahead of the field in engineering that they are spectacular promotion items in themselves! It continues through the line—enticing, impossible-to-resist step-ups that build up your sales tickets naturally, normally, inevitably! It climaxes in national advertising, key city newspaper advertising, profit-protecting promotions—built for you by Raytheon, an organization keenly aware that its future must be built on your success TODAY!



Luxury models with luxury discounts for distributor and dealer—so gorgeously beautiful that buyer-resistance melts away at sight!

M-2173-C-Cascode VHF tuner-Charcoal
UM-2183-C-Ali-channel VHF-UHF tuner-Charcoal
M-2173-A-Cascode VHF tuner-Brown
UM-2183-A-Ali-channel VHF-UHF tuner-Brown
M-2173-K-Cascode VHF tuner-Gold
UM-2183-K-Ali-channel VHF-UHF tuner-Gold
M-2173-G-Cascode VHF tuner-Green
UM-2183-G-Ali-channel VHF-UHF tuner-Green



Mass market appeal marks these "mid-line" models—easy-as-pie step ups from your price leaders—beauty and performance that make friends for you, build long lasting goodwill.

M-2172-C-Pentode VHF tuner-Charcoal
M-2172-O-Pentode VHF tuner-Green
UM-2182-C-All-channel VHF-UHF tunerCharcoal

UM-2182-G-All-channel VHF-UHF tuner-Green



Basic models with revolutionary Raytheon features—priced to build volume traffic, pull prospects to the store.

17"-Prices start so low that the public can't resist them! \$139.95

21"-World's BIGGEST 21" picture in the world's most COMPACT set . . . from

> \$159.95 M-2170-E

M-1760-E



Luxury in the 17" size, toofor your high level profit and your customers' pleasures. Big sellers . . . effective steps in Raytheon's proved "sell up" program.

M-1762-C - Pentode VHF tuner - Charcoal M-1762-G - Pentode VHF tuner - Sea Mist Green M-1762-K - Pentode VHF tuner - Gold



New Sales Horizons!

Out far sheed of the passage, that a where Raytheon pats you for the BIG DELVE of "551 Raytheon backs you with more than 4,000 skilled, scientific research workers to give you products provably better than those in the store down the street. Raytheon backs you with its enertheurs resources to give you the sales-backing and prior structure except (all to your success). Raytheon provides you with all you need except "gruppion," which only you can furnish. Do you have a write TOOAY.

Raytheon Manufacturing Company, Television & Redi

nd now-brillio

Color TV

Raytheon-FIRST to introduce 15" color TV sets over a year ago—is again FIRST with a truly BIG, 19" picture in full color! What's more, Raytheon Color TV is the most practical, most simple-to-operate, finest performing set yet produced—the FIRST fully satisfactory set for the average family they'll buy its glorious, lifelike, color-steady, pictures . . . RIGHT NOW!



Big 21" set for the budget-minded C-2164—Mahogany finish—VHF UC-2164—Mahogany finish—VHF-UHF

2 speakers add true-fidelity sound to its magnificent 21" TV image! C-2163-M. Mahogany finish-VHF; C-2163-B. Blonde finish-VHF.





del UC-1900-E-Ebony with doors

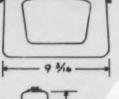
Giant 19" Image!

Huge 205 square life-size screen to full tone colors etched monoch

RAYTHEON

2500 HOURS ON BATTERY!

. . years of normal use . . . on Mercuric Oxide batteries! 500 hours . . . more than a whole year's average use . . . on 4 ordinary, easily re-placeable flashlight cells!



6 3/14

25%

- 8 "/16 -

NO TUBES

This tiny transistor takes the place of bulky tubes!

Transistors are tough-take hard knocks without breaking! They use only a small fraction of the current needed by tubes—hence, the long battery-life.

ransistor

PERSONAL PORTABLE RADIO



PRIVIHERN



New Raytheon CLOCK RADIOS Woke Up Sleepy Sales— The item that has proved a "hot number" for the past several years. New Raytheon models incor-porate many engineering advances.

C-50-8 Mahogany Brown C-51-W Porcelain White

C-52-R

New Reytheon Table Model AC-DC RADIOS for Steady Volume.-Always a "bread-and-butter" standby. New Raytheon sets assure you a thick layer of "butter" on fresh, enticing bread.

Chinese Red

5-R-10-8 Mahogany Brown 5-R-11-W Porcelain White 5-R-12-R Chinese Red

New Raytheon TAPE RECORDER Opens New Horizons for Profits!-We predict a snowballing market on this! New Raytheon recorders embody profit-building features found on others retailing at up to \$70 more!



Electronic Miracle Makers for a quarter of a century!



Measure the **VALUE** in the Gibson line!

The Gibson line is loaded with value from top to bottom!



Model ER-205-H List price, \$449.95



Model ER-205-F List price, \$329.95



Model ER-205-D List price, \$249.95



Model ER-205-LS List price, \$199.95

This 30-inch Gibson, for instance, is packed with features your customers want: Outstanding styling...7-speed push-button controls...automatic timer and minute timer... full-width fluorescent top light...non-fog oven window...giant 7680 cubic inch oven with super heat rod...big, nylon-roller storage drawer...control switch for oven light. Those are features that help you close sales. And after you make the sale, you keep the profit-because like all Gibson products, this trouble-free electric range eliminates service

The price? \$24995 That's right-just \$249.951

Find out how the Gibson line measures up-write



HUMCING



Yehudi Menuhin



James Melton

"VERIFIED" High

An exciting, money-making new era in Webcor selling is here. And you are part of it. This is the plan: Today, now, this very minute famous personalities like Hoagy Carmichael, Guy Lombardo, Yehudi Menuhin, James Melton, Milton Cross, and Sir Cedric Hardwicke are putting their personal stamp of approval on ALL Webcor products.

And you'll find their Verified High Fidelity Seal on every Webcor unit. Imagine the selling impact! This is big. And Webcor is spending hundreds of thousands of dollars with multicolored ads in Life, Saturday Evening Post, Sunday newspaper magazines and billboards... telling your customers about it. Yes, right now your customers are being sold on Verified Fidelity. And before they buy, they'll be looking for the

Webcor helps you tie right in with this terrific program. Counter and window displays, mats and ad reprints are waiting to be shipped to your store. Call your Webcor salesman today for details on this big, new Webcor promotion.

Webcor High Fidelity Seal of Approval.



Milton Cross



Webcor Concerto: This superb, hand-finished cabinet houses high fidelity. Includes three speakers, wide-range amplifier, and 3-speed automatic play. Available in stylish mahogany or limed oak. From \$11995



This is the Webcor Verified High Fidelity Seal of Approval that identifies Webcor quality

gives you 37 luxurious, new,

different Webcor Fonografs, Diskchangers, Clock Radios. You

have 10 brilliantly styled tape recorders . . . all with

- New Higher Fidelity
- New Typically Tomorrow design
- New, vibrant customer compelling colors
- New complete price range from \$2995 to \$24950

WEBCOR

Excellent automatic 3-speed portable fonograf with thrilling new coloring and design. Plays to four hours without stopping. With or without powerful AM radio. Choice of ebony-beige or brown-tan. Radio Fono \$9930

Fono 17950



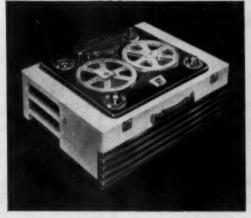
Hoagy Carmichael



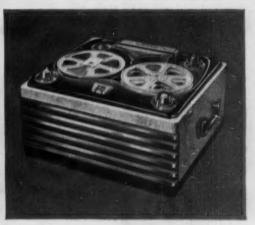
Sir Cedric Hardwicke



Guy Lombardo



Webcor 2130 Tape Recorder: TRUE High Fidelity from three speakers, 5-watt amplifier. Frequency response from 50 to 12,500 cycles. Offers two hours of recording without reel turnover. Two speeds. Portable or table models. From \$23950



Webcer 2110 Tape Recorder, High-fidelity response. Has TV knob control. Two way recording up to two full hours without reel turnover. Records at 3 % and 7 % ips. With high-fidelity all-weather microphone. In abony tweed, \$20750

Webcor Musicale: True high fidelity plus stereofonic sound. Frequency response from 50 to 15,000 cycles. With G.E. magnetic cartridge, 5-watt amplifier, three wide-range speakers. In wood or portable models. From \$14950

BCO

CHICAGO 39, ILLINOIS

ELECTRICAL MERCHANDISING-FEBRUARY, 1955

O Webcor 1955

PAGE 163



PHILCO Refrigerators

Philos Corp., Philodelphia, Pa.

Models: 11 new models in Philco 1955 line include two 2-way opening doors K-1159 and K-1259 and two 2-door refrigerator-freezer combinations K-1158 and K-1258.

Selling Features: Line includes an 8 cu. ft. model; two 9.6 cu. ft., a 10.2 cu. ft.; two 10.5 cu. ft.; two 11.3, one 12.2 and two 12.6 cu. ft. models.

All models redesigned with new interiors and exteriors highlighted by new double-depth, removable, full width dairy bar in doors; double-depth milk bar holds four ½-gal. milk bottles; removable egg shelves

hold a dozen. 2-combination models with separate doors for freezer and refriger-ator compartments are available in 2 sizes: K-1158, 10.2 cu ft., and K-1258, a 12.2 cu. ft. model. In these models new bevel or tapered design of door eliminates deep overhang of freezer door; top of refrigerator compartment door is beveled too. These models have frozen juice bar in freezer compartment which can also be used for small packages of frozen food. They also retain automatic air conditioner refrigeration system in which freezer and main food compartment are separately kept cold by a twin system of refrigeration-freezers maintain zero holding temper-ature, and on 2 models K-1258 and K-1259 the freezers on fast freeze maintain 20 degs below zero. Temperature in freezers of all twin system models does not affect temperature in main food compartment which holds to 38-42 degs. at all times. Main food compartment in these combination refrigerator-freezers is air conditioned by means of a special air-flow baffle which circulates air, causing it to pass over refrigeration plate in compartment which cools and dehumidifies air.





NEW PRODUCTS Refrigerators

in one model last year is extended to 2 models this year . . . K-1159 a 10.5 cu. ft. model and K-1259 a 12.6 cu. ft. model. Doors in these models open from right or left, whichever is more convenient.



HOTPOINT Refrigerators

Hotpeint Co. 5600 W. Taylor St. Chicago, 44, III.

Models: 5 new 1955 Golden Anniversary refrigerators.

Selling Features: Three combination units with true zero food freezers; separately-insulated freezer doors held tightly closed by automobile-type latches that exert 16 lbs. pressure in closed position; with exception of low-cost 7.7 cu. ft unit, all models have completely automatic or pushbutton defrost systems. Food storage capacity ranges from 7.7 to 11.6 cu. ft.; aluminum freezer liners and ice trays give fast freezing rate.

Top deluxe model is a 11.5 cu. ft. 2-door refrigerator-freezer No. 5EW115; has 91 lb. frozen food compartment; freezer door shelf for frozen food packages and qt. cartons of ice cream; removable freezer-door rack for cans of frozen juice; fresh food storage includes sliding 12-lb. capacity meat and poultry pan, sliding adjustable aluminum shelves; 2 vegetable



crispers; 9-position cold control. Doors have twin cheese keepers, dial-controlled butter bin; removable egg rack; and deep door shelves for qt. milk cartons, a foil or waxpaper dispenser and a new fresh fruit rack at bottom.

2 other models 5EH116 and 5EG102 have true food freezers, have one outside door with separate winner freezer doors; 75 lb. frozen food capacity; built-in compartments for cheese, eggs, butter, 3-door shelves; fresh fruit racks; 2

vegetable crispers; sliding, adjustable aluminum shelves; sliding 12-lb. meat pans; automatic defrost and water disposal systems.

and water disposal systems.

2 low-priced models: 10.5 conventional, with pushbutton defrosting and a 7.7 unit that has a 32 lb. full-width freezer compartment.

10.5 cu. ft. model 5EC105, has 3-door shelves, butter bin; 49 lb. freezer section, 2 vegetable crisper and a full width sliding chiller tray.

7.7 model for apartments and small homes has 4 door shelves, a full-width chiller tray and oversize vegetable crispers.



FRIGIDAIRE Refrigerators

Frigidaire Div., General Motors Corp., Dayton, Ohio

Models: Frigidaire 1955 line includes 13 refrigerators, from 4-cu. ft. to 15-cu. ft. refrigerator-freezer combination with 2 vertical doors.

Selling Features: Two refrigeratorfood freezer combinations have "picture window" vegetable Hydrator in door-larger model has 2-doors and a total capacity of 14.3 cu. ft., with 4.8 cu. ft. freezer located at bottom to hold 170 lbs. frozen food. Full-width hydrator inset in door at waist level; entire unit swings down into horizontal position for loading and unloading. Freezer has 2 removable baskets which roll out as do the full-width roll-out shelves in the 9.5 cu. ft. food compartment.

Top 15 cu. ft. Imperial combination with 2 vertical doors has fullwidth egg server that tilts down out of door; ice tray that makes small "cubelets"; full-width rollout shelves; sliding meat drawer; controlled temperature butter storage; cheese compartment; left-over



food containers; removable door shelves; "Cycla-matic" refrigeration: automatic defrost.

tion; automatic defrost.

Exterior colors Stratford yellow,
Sherwood green or white to match
other Frigidaire appliances. White
and green model interiors have
green porcelain with gold-finished
aluminum shelves; yellow models
have matching interiors.

Prices: From \$181.95 for 4 cu. ft. under counter model to \$649.95 for top Imperial combination. Models available in color cost \$10 extra for sizes under 10 cu. ft., and \$15 extra for sizes 10 cu. ft. and larger.



MANITOWOC Refrigerator-Freezer

Manitowoc Equipment Wks., Manitowoc, Wis.

Models: 1955 line includes 3 deluxe upright freezers and two 2-Zone combination refrigeratorfreezers.

Selling Features: All models have re-styled outer doors with high gloss enamel finish and stylized name-plate; occupy 2½ x 3 ft. floor space.

2 Zone models feature a Deco-

rator model with antique copper doors; consist of a 10 cu. ft. refrigerator section on top and a 11½ cu. ft. freezer compartment on bottom; added storage capacity has been added to refrigerator section with the addition of a new inner door which divides space into 5 compartments, each with frosted sliding panels, plus a top rack for small jars; inner doors keep often-used foods within reach; temperature-controlled butter caddy and cheesekeeper space is also included. Feather-Glide, easy-to-clean sliding plate glass shelves edged with stainless steel; extra tall bottle space; crisper drawer and 5 different height shelves are other features.

Freezer and refrigerator sections governed by separate thermostats so that freezer temperatures can go down as low as 52 degs. below freezing without affecting refrigerator temperatures.

ator temperatures.

Manitowoc freezer line consists of 3 upright models 14, 18.5 and 22 cu. ft. capacities, all requiring same 2½ x 3 ft. floor space; Cold-Hold inner doors on each compartment have doors that snap back for easy access; eye-level thermostats provide fingertip control over temperature range from zero F. to 52 degs. below freezing. Artic-Blanket cold-wall has coils on 5 freezer walls; sta-clean radiant condensers; floating panel in outer door; car-type locks.

SEE WHY the

BEAUTIFUL BUY

Hamilton F

for smart, colorful design ... exclusive features

the BEAUTIFUL



choice of electric or automatic-ignition gas clothes dryers, and a line-up of "show 'em and sell 'em" features unmatched anywhere.

Sell the name women know and trust Hamilton

BUY in automatic home laundries

is Hamilton

All set?...You bet! Here's the bright line, the tight line, the right line for you! Backed by the strongest promotion in Hamilton history... headed straight for an encore of '54's "sell up" performance... and beautifully dressed for the party! Best of all, there's a feature role ready for you!

Hamilton has the features others can't have!



Best buy for budget-shoppers—new Hamilton '200' There's a bright new look to the budget-priced Hamilton '200'—all dressed up in polished silver and Caribbean Blue for another record-breaking sales year! The new '200' lets you pair either of two automatic washers with electric, automatic ignition gas or standard-pilot gas dryers.

in automatic washers-



Soil-Seeking Water Action

Gentle, thorough, reliable agitator-action that gets every item in every load spotlessly clean!



Fresh-Flo Deep Rinse

Constantly changing rinse water flushes soil up and out, never back through the freshly washed clothes!



Spinaway Water Extraction

No stretch, no strain, no button-popping clothes remain motionless, while rinse water quickly spins away!

in automatic dryers-



Carrier-Current Drying

Hamilton's own air circulation system so gentle, so speedy, so different it's actually protected by U. S. Patents!



Fabri-Dial Temperature Control

No dangerous temperature guesswork with magic Fabri-Dial, which shows the exact setting for each fabric!



Sun-E-Day Lamp

Clothes have the sweet, fresh smell of summer sunshine all year long, thanks to Hamilton's own Sun-E-Day Lamp!

the BEAUTIFUL BUY in automatic home laundries



KELVINATOR Refrigerators

Kalvinator Div., American Motors Corp., Detroit, 32, Mich.

Models: 8 new models in Kelvinator 1955 refrigerator line, plus a new "Foodarama", (described separately).

Selling Features: Designed to provide more freezing space, automatic defrosting and greater storage space the basic line includes 3 8-cu. ft. models; two 10-cu. ft. and three, 12-cu. ft. models.

"Magic Cycle" type, timer-controlled, push-button controlled and cyclic type automatic defrosting:

"Magic Cycle" type, timer-controlled, push-button controlled and cyclic type automatic defrosting; Cyclic type, used in fresh food compartments of 2-temperature refrigerator-freezer combinations; in this system defrosting takes place without user-attention during off-period of normal cycle.

KA-81, an 8-cu. ft. model is only 24-in. wide has 56 lb. frozen food storage capacity, including 37 lbs. in full-width freezer chest and 19 lbs. in meat tray. Door provides out-front storage with 4 shelves. Manually operated defrost.

KS-81, companion model, features full-width crisper, butterkeeper; decorative shelf-fronts.

KP-81, 8-cu. ft. model has pushbutton automatic defrost. KS-110 is 10.5 cu. ft. model

KS-110 is 10.5 cu. ft. model with manual defrost in a 28-in. wide cabinet; has 70 lb. frozen storage capacity; 5 door shelves, and door chests for 1 lb butter and 2 lb. cheese; cheesekeeper includes a polystryrene tray with cellulose sponge in recess in base. KP-110, a companion model with pushbutton automatic defrost.

KA-120 features timer-control-

KA-120 features timer-controlled Magic Cycle automatic defrosting; 80 lb. frozen food storage; roll-out shelves; 5 door shelves; butter and cheese compartments in door; cabinet is 31-in. wide. KC-120, 2-temperature model has

KC-120, 2-temperature model has moist-cold refrigerator section at top and separate 100 lb. frozen food chest at bottom; refrigerator section is cooled by refrigeration coils mounted behind metal "humidiplate"; coils control moisture as well as cold; defrosts automatically on the off-cycle; roll-out shelf; slideout "handitray"; 5 door shelves; butter and cheese chests in door and juice can racks in tray compartment.

KC-130, 12.9 cu. ft. refrigeratorfreezer combination with separate door for each section has 85 lb. freezer chest at top, an ice-cream keeper in freezer chest holds 3 half-gal. containers; roll out-shelves;

NEW PRODUCTS

4-door shelves and door storage for butter and cheese;

Models are available in 8 colors ranging from sky-blue to pink; gold and sea tone interiors.

1955 Freezers



REVCO Freezer

Revco Inc., Deerfield, Mich.

Model: Revco "Dinette Freezer."
Selling Features: Consists of a 5.5 cu. ft. freezer with 42x42-in. table top mounted on it; top is hinged so floor area of freezer can be cut to 30x42 in.; single drop leaf, when up slides to center position; plywood top covered with laminated plastic in a variety of colors; streamlined metal freezer cabinet on wide base runners in white or yellow Dulux enamel; touch toe latch; large drawers mounted on oversized nylon rollers—drawers glide out to make frozen foods available fast. Features include temperature control; Polar-wrap insulation; frost-free seal zone with 1-piece rubber ballon gasket & h.p. hermetically sealed Tecumseh compressor; shell type static condenser; matching dinette chairs available.

Price: From \$320 to \$340 including table top; matching chairs approximately \$49.50 for set of 4.



PHILCO Freezers

Philo Corp., Phildelphia, Pa.

Models: Philco 1955 freezer line includes 6 chest and 4 upright models.

Selling Features: Chest type models include 8, 13, and 18 cu. ft. models with 13 and 18-cu. ft. models featuring a Convertible compartment that can alternate for freezing or as a refrigerator compartment by merely pushing a button. Operation of the Converti-

ble's fast freeze compartment as a refrigerator at 38 degs. does not affect zero temperature of storage section of freezer. Beverages, extra butter, eggs, green stuffs can be cooled in Convertible compartment; control center inside.

Upright models include two 14 a 19 and a 25 cu. ft. model.

1955 Laundry Equipment



CALORIC Laundry Line

Caloric Appliance Corp., Topton, Pa.

Models: An automatic clothes washer has been added to Caloric's 2 dryers in 1955.

Selling Features: Automatic washer, designed to wash, rinse and dry a 9-lb. load in 28-min.; employs Gyro-Spin balanced tub, which eliminates vibration and provides maximum water removal—can be installed on any type floor, requires no bolting down; uses long stroke agitator sweep washing action; consumes 28 to 33 gal. water for each complete wash cycle; water-saver attachment permits tub to be partially filled for smaller loads; single dial control equipped with cycle timer can be interrupted—stopped, started at users desire; automatic spin extractor operates at 750 rpm with high speed centrifugal action; spray-clean rinse forces suds and scum out of tub away from clothes; 36 in. high, 26 in. wide.

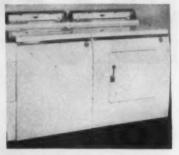
Deluxe 100 and Standard 150 dryers use "Lo-Heet", "Hi-Breeze" principle, using more air and less heat; Sifto-bag lint screen—a nylon tricot-knit screen catches fine particles of lint; handles approximately 18 lbs. wet; door opens downward; opening door automatically shuts off motor and burner, drying is re-



sumed when door is closed; may be installed flush to wall; white porcelain enamel flat top for use as work surface; Bonderized Nupon.

Prices: Automatic washer, \$259.50.

Deluxe dryer, No. 100, \$286.50; Standard dryer No. 150, \$224.50.



HOTPOINT Laundry Line

Hotpoint Co. 5600 W. Taylor St. Chicago, 44, III.

Models: 1955 Golden Anniversary laundry line includes 3 washers and 3 dryers.

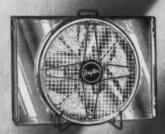
Selling Features: Top deluxe washer LK-2 has lighted pushbutton controls and 2 automatic cycles—after pushing a button and setting control dial, the machine automatically washes, rinses and damp dries without further attention; automatic fill gives choice of warm or hot wash water and warm or cold rinse water; temperatures may be pre-selected for normal wash cycle or the delicate cycle for nylons, orlons, etc.; deep overflow rinse floats dirt up and away from clothes; rubberfinned agitator; operating instructions fused into porcelain on washer lids and dryer door panels; porcelain finish inside and out.

Top deluxe washer has new matching deluxe electric tumbler dryer 20LG-2, fluorescent tubes shaded by chrome panels illuminate inside of washer tub and top surface of dryer; light in dryer drum clicks on when door is opened; dryer is equipped with automatic timer and dial control for any desired heat, uses principle of drying clothes with a jet of cold water-tumbles clothes dry in hermetically sealed chamber, a jet of cold water condensed heat, moisture and lint from air and flushes it down drain. Safety features include a pushbutton circuit breaker that turns off washer if an unbalanced load develops; a cut-off switch stops all action if dryer door is opened during operation; resumes again when door is closed.

New standard washer LJ-2, has 2 wash cycles, unlighted pushbuttons; automatic fill deep overflow rinse; matches a standard condenser dryer 101G-2 with unlighted pushbuttons and a heat control dial.

Low-cost washer LH-7 and air blower dryer LB-1 match; blower dryer designed for 115-volt or 220volt operation in rural or watershort areas; removable lint screen, automatic timer and dial control for any heat setting desired; allporcelain washer has standard agitator controlled by single cycle dial.

All models have 8 lb. capacity; spintub speed of 650 r.p.m.

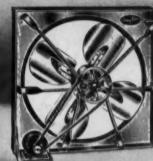




10 to 18" UTILITY F



20 to 30" AIR CIRCULATORS



24 to 48" ATTIC-TYPE FANS

SELL A LARGER FAN MARKET - SELL

Distillin Fains

THE COMPLETE, QUALITY LINE

There is a Dayton Fan for Every Pocketbook

Make easier fan profits this year—feature and sell the complete, quality Dayton line. Dayton gives you a wider selection in all popular types of fans for the home, office, store, commercial and other buyers. And all are priced to help you meet and best competition.

The Dayton 1955 Fan Catalog will help you plan your fan merchandising and

sales program. Write for it now. See the newest in fans as well as the standard models that get such good sales action.

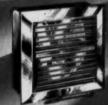
Dayton Fans have been creating comfort at low cost since 1937. There are over a million Dayton Fans in use today providing dependable cooling and ventilation service—and every season, more and more are bought.





12" HASSOCK FLOOR FANS

No-draft room circulators for homes, offices, shops, etc. Circulates cool air in all directions



10" KITC



DAYTON ELECTRIC MFG. CO.

SALES OFFICE: 102 S. OAKLEY BLVD., CHICAGO 12



Ready now for Pre-Season Promotions

No-Draft FROM INTERNATIONAL



INTERNATIONAL

INTERNATIONAL HARVESTER

Air Conditioners · Refrigerators · Freezers

Cooling



Only IH breathes air so gently out the top never blows cold drafts at the back of the neck.



IH takes warm air in from below...fresh air from outside... mixes it, cleans and cools and dries it...



Then IH directs cool air up, around, down—all over the room—but never directly on you!

And you can demonstrate each of these features right in your store!

IF YOU WANT ...

- \bullet fullest coverage with a shorter line . . . International Harvester covers your market with just 6 models, from $1\!/_{\!3}$ to 1 hp!
- a special pre-season inventory . . . IH gives a free floor plan!
- simple, economical wholesale or retail financing...there's the International Harvester Credit Corporation!
- early and constant volume ... International Harvester gives you vital advertising and merchandising programs!
- the standard of performance in room air conditioners...

call your International Harvester Distributor or

TOPS IN THE NEW TOP LINE

New All-Seasons models heat as well as they cool. Powerful heat pump really warms the room, automatically, when outside temperature drops. Available in ¾ and 1 horsepower units. A full line of economy models, too.



Refrigeration Merchandiser



International Harvester Company 180 N. Michigan Ave., Chicago 1, Illinois

New Kinds of Air Conditioner Merchandising



IH comes up with some of the biggest and best dealer sales helps this year. For example, a 20-page booklet which answers all questions about window units. Colorful new catalogs and specification sheets for easy reference. Loads of new display materials . . . direct mail pieces . . . retail advertising aids. All backed by real selling and merchandising ideas to key local campaigns. See them before you start your pre-season air conditioner promotions.

Nationally Promoted on "The Halls of Ivy"



A top-rated television show, starring Ronald Colman, reaches into 88 major markets over CBS-TV and affiliated stations to help sell IH air conditioners. Watch for these powerful demonstrations on this popular and delightful network television program.

Big News in Refrigerators and Freezers

The new IH line features a big 12-cubic foot refrigerator that fits in the space of an ordinary 8—and 5 other outstanding models. Just 6 IH refrigerators cover 98% of the market, so you have lower inventory and selling costs. Entire line backed by free floor plan, wholesale and retail financing, powerful advertising and merchandising throughout the year.

Now, with IH freezers, the flavor you put in is the flavor you take out! Only International Harvester maintains food temperature within a single degree or two—temperature never varies, so flavor never fades. Just 6 freezers—2 uprights and 4 chest models—cover the market. And they all carry top ratings by leading independent testing agencies.





HAMILTON Laundry Line Hamilton Mfg. Co., Two Rivers, Wis.

Models: "Diamond Jubilee" line includes 5 dryers, 3 automatic washers.

Selling Features: Top "300 Series" consists of 2 automatic dryers— 342E, electric and 362G gas and a matching automatic washer, 332.

"200 Series" offers 2 gas dryers

-262G and 252G and a matching

automatic washer No. 232.

An additional automatic washer No. 212 completes line.

All dryers feature Fabri-Dial control for dialing desired fabric tem-perature. Fluff-Dri, on "300" dryers permits tumbling action without heat for delicate fabrics; "Carrier Current" air circulation eliminates violent forced air drying by providing 2 separate air streams, cradling clothes in gently-moving stream of warm dry air; Sun-E-Day germicidal lamp; double pass lint control; smooth perforated zinc coated steel drum rear bearing mounting; 130 min. timer for slow

drying rugs etc.
Both "300" and "200" series washers feature Selecta-Cycle automatic control-Selecta-Cycle button pressed in at "fill" position stars and stops operations automatically on a pre-determined timetable; (for special jobs, any part of cycle can be lengthened, shortened or skipped); 4-vane metallic agitator produces water currents which spread clothes evenly; Fresh Flo Deep rinse cycle; 2 shower rinses; hot and warm water settings on "water temperature selector fect wash water only-rinse water pre-set at warm; set at hot, the total hot water consumption is 11 gal.; complete cycle takes 321 min.;

on spindry, tub revolves 650 rpm. No. 212 is a manual fill washer. The "300" line features Caribbean blue on control panels polished silver; white and gold trim. Prices: Dryers, 362G, \$279.95; 342E, \$229.95; 262G with "match-



Laundry NEW PRODUCTS Dishwashers Air Conditioners

less" ignition, \$249.94; 252G, manual ignition dryer, \$219.95; 242E electric \$199.95. Washers, No. 332, \$299.95; No. 232, \$269.96 and No. 212, \$199.95.

1955 Dishwasher Lines



WESTINGHOUSE Dishwasher Westinghouse Electric Corp., Mansfield, O.

Device: Westinghouse automatic dishwasher DWD-24.

Selling Features: Designed to fit dimensions of standard base cabinets and provide that "custombuilt" look; thermostatic water temperature control assures hot water of correct temperature-if incoming water is not correct temperature. the cycle is delayed until heater brings water to required tempera-ture; single dial control makes possible a flexible washing and drying cycle, any phase of cycle may be erased, eliminate by turning control dial to right for each phase to be omitted; circular indicator dial shows what phase of cycle-wash, rinse, dry, or warming,-is in operation; swing-up center sections of top rack provide convenient loading of large pots, pans, plates. Washing and rinsing action con-

trolled by impeller with a diverter above-impeller swirls water upward, diverter directs it at an angle; impeller automatically stops during all drain periods; 8,000 cu. in. or service for 8 capacity.

Price: \$329.95



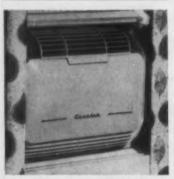
FRIGIDAIRE Dishwasher

Frigidaire Div., General Motors Corp., Dayton, Ohio

Device: Frigidaire has added an automatic dishwasher for 1955. Selling Features: Available in undercounter, cabinet, portable and sink combination models; porcelain interior, front and top; available in green, yellow and white to match other Frigidaire appliances; Features "Turbo-spray" washing action that produces a whirling needle spray, located between upper and lower racks so dishes in lower rack lower racks so dishes in lower rack can't block off water; horizontallymounted tube rotates at 500 rpm, delivers hot spray at a pressure of 4 lbs. per sq. in. to all surfaces, water is circulated and recirculated at rate of 30 gal. per min. by centrifued at rate of 50 gai, per inin. By centrifugal pump; special Radiantube heating unit keeps water hot during wash cycle, aids drying; flexible wash cycle—can be stopped at any point after first 45 sees. by opening door; resumes operation automatically after door is closed; timer dial in front panel permits manual adjustment or repeat of any opera-tion; cycle includes pre-rinse, wash, double-rinse and dry; utilizes exist-ing plumbing connections in most cases, does not depend on gravity drainage; in sink-combination pump delivers drain water to a tee fitting on sink.

Front-opening unit, holds 72 dishes and glasses plus 48 pieces silverware on 2 nylon roller racks which roll out all the way.

1955 Air Conditioner Lines



CARRIER Air Conditioners

Carrier Corp., Syracuse, N. Y.

Models: Carrier room air conditioners featuring "hideaway" instal-lation are offered for 1955 in 3 colors.

Selling Features: Window models air-cooled models and in a 1-h.p. water-cooled unit.

"Hideaway" unit can be installed in any of 14 different ways, such as through a framed opening in wall, built-into storage furniture such as bookshelves; hung at top of window; brought all the way inside room with only back of unit to window opening; suspended in a basement window; installed against casement windows, etc. Casing and other structural elements made of steel coated with a layer of zinc,

then bonderized and painted with 3 coats baked enamel.

Condenser coil is dip-coated with corrosion-resistant paint.

Quiet operation is built-in with scientifically muffled fans and compressor, permanently lubricated motors; and sweat and heat-resistant thick asphalted felt insulation.

All units from ½-h.p. up equipped with factory-installed thermostats for automatic temperature regulation; window model thermostats have wide range weather-control settings; controls under hinged louver panel may be set to provide ventilation with outside air, circulation and filtering without cooling and dehumidification; adjustable louvers in hinged grille panel per-mit directional control of air circu-

Prices: From \$199. for 1 h.p. to \$399. for 1-h.p. in window models; and consoles, \$549. and \$699 for 1 and 11 h.p. models respectively.



PHILCO Air Conditioners

Philo Corp., Philadelphia, Pa.

Models: 6 new air conditioners in Philco 1955 line.

Selling Features: New models feature automatic temperature control that holds heating or cooling level of conditioners at pre-selected tem-perature by restricting flow of refrigerant through system; Comfortimer, pre-cool feature and automatic temperature control of heating and cooling available on 3 and 1-h.p. models; automatic temperature control can also be set for an

interval lapse of up to 2 days.

All models with heat pump systems heat the same size room as they cool—heat pump's reverse cycle cooling and heating makes an all-year round conditioner for many sections of country; in heat cycle, the warm air is circulated, cleaned the warm air is circulated, cleaned and heated before being brought into room; Artic color and new overall "diamond" grill styling; grilles are independently adjustable 4-ways; push-button controls.

Line includes three \$\frac{1}{2}\$ h.p. models: 84-M, 85-M and 86-M; three 1-h.p. models: 104-M, 105-M and 106-M.



Perfect "Tie-In" with WASHERS, DRYERS, IRONS

NEW, SENSATIONAL

stair-climbing utility cart that goes anywhere:

- * DOWNSTAIRS * OUTDOORS
- * UPSTAIRS

* INDOORS

Look at these features:

Exclusive "Hang-It" Black wrought Iron frame Double duty tray Extra large "outdoor" wheels Adjustable handle Colorful carry-home carton

NO LIFTING, NO STRAINING, no carrying heavy washings! GYPSY Kart glides up and down stairs. CHOICE OF 3 MODELS FOR EVERY BUDGET

FOR YOUR SAMPLE INTRODUCTORY OFFER

WRITE US *Pat No. 2531520

PERFECT FOR LAUNDRY...EVERY HOME USE!



Folds to 4" wide for easy storage - in home or apartment. Out of sight but ready for instant use.



Exclusive "Hang-It" featurel Iron garment. Hang it at once. Keeps clothes fresh.



Every second home has a basement laundry . . . Step-climbing Gypsy KART practically "brings the basement upstairs."

Complete packet of FREE Selling Aids





WRITE FOR "OFFER" & LITERATURE LEISUREHOUSE, Merchandise Mart, P. O. Box 3376 Chicago 54, Illinois NORGE M

DIVISION OF BORG WARNER CORPORATION

Merchandiso Mart Plaza . Chicago 54, Minois . . . WHitehall 4-0700

October 18, 1954

"Concentrating

Mr. Roland A. Werth Western Manager Electrical Merchandising 520 North Michigan Avenue Chicago 11, Illinois

Dear Roland:

Our theme to the trade "NORGE IS HOT" needed a special and timely impact to reach as many appliance retailers, distributors and their salesmen as possible. From previous experience in the appliance salesmen as possible. From previous experience in the appliance field, I knew that Electrical Merchandising would do the job.

When you're a leader you have to look and act like one. Our ad was big for this reason. And, each of our 72 distributors had his say in it. Each told about the growing sales momentum of NORGE and the enthusiasm the line arouses among dealers.

The impact of this 24 page insert has been gratifying throughout the distributor and dealer trade. We received enthusiastic response and inquiries from key dealers, department store buyers throughout the country.

Concentrating in "Electrical Merchandising" has done a terrific job and NORGE will continue to use your publication to keep leading appliance retailers informed of our continued progress and news about our company.

1. deaw

President

JSS:ds

Executive Office and Display Rooms, Merchandise Mart Plans, Chicago, Illinois - Range Plant, Effingham, Illinois - Washer Plant, Herrin, Illinois - Refrigerator Plant, Muskegon Heights, Michigan Display Room, American Furniture Mart, Chicago, Illinois - Appliants Service Division, Muskegon, Michigan - Refrigerator Plant, Muskegon Heights, Michigan

Electrical Merchandising has done a terrific job..."



says Judson Sayre, President, Norge Division of Borg-Warner Corporation

Mr. Sayre's letter answers the question most often put to us about impressive and effective trade advertising . . . "What were the results of concentrating?"

It proves once again what we've been advising our advertisers who want to build distribution:

- ... a powerful concentration
- ... in the one ABC paid-circulation trade magazine in the field
- ... with high editorial and advertising readership

gets you response from the key dealers and the smartest distributors in the appliance-radio-TV market.



will cover the market alone

A McGRAW-HILL PUBLICATION . 330 WEST 42ND STREET, NEW YORK 36, N. Y.





come spring,

the swing's to...





RTS Wind O Vent: Two-speed, electrically reversible with single switch. BIG LOAD air delivery, whisper-smooth operation, 22", 26" and 30" sizes.

LINE COVERAGE, NAME-BRAND ACCEPTANCE, FULL PROFIT, AND COMPLETE CUSTOMER SATISFACTION. REEL You

Hon the : trap insic outs dow aver dead heat fort

SID TH TH

inc

hou

REED NIGHT COOLING Your Key to Increased Window and Attic Fan Sales

Homes everywhere, when exposed to the summer sun, absorb intense radiant heat during the day. Hot air, trapped in rooms or attic, raises the inside temperature above that on the outside. At night, when the sun goes down, outside temperatures fall an average of 15 to 20 degrees, but the dead air inside the house holds its heat, keeping rooms hot and uncomfortable.

A REED ATTIC OR WINDOW FAN OF THE PROPER SIZE PULLS THE COOL, FRESH OUTSIDE AIR INTO THE HOUSE, AT THE SAME TIME EXHAUSTING THE HOT, INSIDE AIR.

With a Reed, gentle, cool breezes sweep through the entire house—and everyone, in their own rooms, is cool and comfortable. There is no stale, recirculated air, no need to close off one or two rooms from the rest of the house. And a Reed fan is so inexpensive to operate that it is practically beyond comparison with other methods.

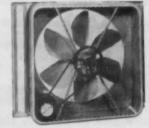
Sell REED NIGHT COOLING — for increased fan sales in '55!

All Reed Fans bear the Label of the Power Fan Manufacturers Association (PFMA) — assuring the purchaser of certified performance and airdelivery asspecified.













RDD-20 Wind · O · Vent

Family of sizes, each with a corresponding capacity of BIG LOAD air delivery, for CORRECT and COMPLETE window fan comfort-cooling

RTS-26

INSTALLED AS EASILY AS HANGING A PICTURE • SIX POWERFUL BLADES • PERMA-NENTLY-LUBRICATED FAN BEARING • ALL MODELS FIT EITHER TOP OR BOTTOM OF WINDOW • EXPANSION PANELS INSURE PERFECT FIT • LUSTROUS, LONG-LASTING BAKED-ON ENAMEL FINISH • SAFETY MESH GRILLE • ALL-WELDED CONSTRUCTION Small, compact and streamlined. Two-speed and two-speed, reversible. Ideal for apartment and single-room installations, delivers comfort-cooling at low cost. Complete with grille and expansion panels.



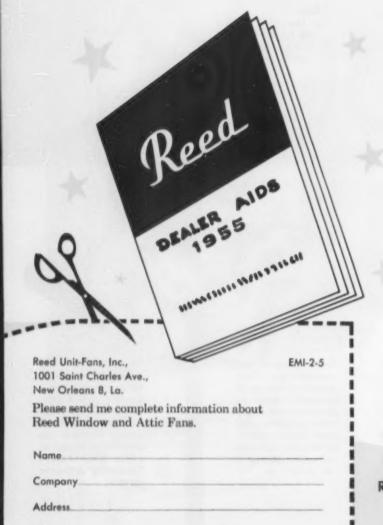
RVU Attic Funs

Designed and built for permanent-installation, complete, trouble-free central comfort-cooling. Stock size range of seven models pinpoints the exact requirements of every size home. Completely automatic shutters.

Reed merchandising Aids

best deal in the business to help you sell FANS

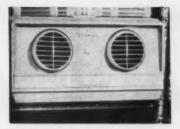




Look over the field, and you'll agree that Reed tops them all when it comes to helping YOU sell fans! Reed backs up its quality products and dealers with a most liberal local cooperative advertising plan, designed to carry a real impact where fan sales are made. Reed supplies its dealers on this plan with a complete selection of selling aids; catalogs, folders, displays, ad mats, TV and radio aids.

You're in business to SELL . . . and that's why it's good business for you to contact Reed right now, for complete details on this fast-moving, profit-making summer line.

REED UNIT-FANS, INC., 1001 SAINT CHARLES AVE.,
NEW ORLEANS 8, LA.



VORNADO Air Conditioners

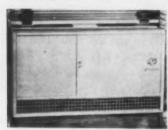
The O. A. Sutton Corp., Wichita, 2, Kansas

Models: Vornado room air conditioner line includes 9 self-contained window units, requiring no water in sizes from ½ h.p. to 2 h.p. inclusive.

Selling Features: 4 redesigned \$ h.p. models in Deluxe, Standard and Reverse Cycle types for double hung windows and a ‡ Casement unit, cool, humidify, circulate air without draft and filter—all air intake and recirculated, is forced over fiberglas filters before entering room; low-speed motor, squirrel cage blower and 1-piece condenser fan blade, plus spring and rubber mounting and an insulated cabinet provide quiet operation. Deluxe model has automatic pushbutton controls on cabinet top under an accessible door; winter warmer brings fresh outside air during winter months, preheats it and circulates; thermostat control is standard equipment. } units may be mounted flush with window or "all-in" room according to building code requirements; adapter kits for both installations.



Casement unit fits into any vertical type casement 16 in. wide x 26½ tall minimum; unit can be installed without interference with operating crank, or mounted half-in and half-out in standard width vertical type casement.



Redesigned ½ h.p. model features sliding door on face which moves back when unit is in operation for exposure of Vortex circulator; provides cooling, dehumidification and circulation, removes up to 21 qts. moisture on a humid

NEW PRODUCTS... Air Conditioners

day; extends 9½ in. into room; fits sash windows from 23½ to 13% in. lin opening height; wide spacer panels for windows over 48 in.

Self contained full 2-h.p. window model has twin 1 h.p. systems; controls can be adjusted to run unit with one compressor; 3 Vortex circulators on front tilt up or down and rotate 360 degs.; filters; quiet operation; push button controls on top are concealed; high-low speed operation are standard with thermostat control; fits double hung window that is a minimum of 30½ in. wide and 17½ in. high; can also be mounted through wall or in casement windows 29 in. wide

and 171 in. high.

Other models in line include 1½ h.p. unit with Vortex circulation features, filters intake and recirculated air; thermostatic control; 1-h.p. units are available in 2 models: Deluxe with push-button controls, winter warmer, thermostatic control, 2-speed motor control; and a standard model which does not have these features.

All models styled in Wedgewood green finish;

Prices: From \$289.95 for ½ h.p. model to \$599.95 for 2- h.p. model.



HOTPOINT Air Conditioners

Hotpoint Co., 5600 W. Taylor St., Chicago, 44, III.

Models: 3 Golden Anniversary room air conditioners (5EZ40, 5EZ50 and 5EZ80) in Hotpoint 1955 line.

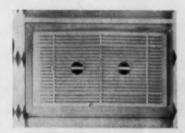
Selling Features: Cooling capacities of \(\frac{1}{2}\), \(\frac{1}{2}\), and \(\frac{1}{2}\) h.p. sizes for room areas from 500 to 1000 sq. ft. Top deluxe model will cool a small 5-room house; depending on size, they will remove from 9 to 15 gal. moisture per day from hot, sticky room air.

All models use "Jet Steam-blower system that blankets entire room with cool, dehumidified air; adjustable grills turn in any direction; room air can be re-cooled or exhausted from room at up to 250 cfm; electrostatic filter uses static electricity to remove tiny particles of dust, pollen and dirt from incoming air.

All Golden Anniversary models have pushbutton controls for 2-speed air circulation, exhaust or cooling; automatic thermostats regulate room temperature at any de

sired setting; an undercoating pre-vents rust and corrosion; new spring and rubber mountings give quiet operation.

All models available with deluxe or standard controls for use on 115, 208 or 230 volt lines. Thermostats available on several models as optional equipment.



RCA Air Conditioners

RCA Air Conditioner Dept., Radio Corp. of America, Camden, N. J.

Models: RCA 1955 air conditioner line introduces a new series of 4 flush-mounted window models known as Super Series, a new consolette and a unit designed for casement windows to be added to current standard and deluxe units. Selling Features: Super Series has a built-in electric heater as standard equipment in RCA 75 (1 ton) (1-ton) and 150 (11-ton) models.

All Super units have 2-speed cooling system using twin fans; automatic thermostat for constant cooling temperature control; all control operations concealed in



FRIGIDAIRE Air Conditioners

Frigidaire Div., General Motors Corp., Dayton, Ohio

Models: Frigidaire room air conditioner 1955 line includes 4 models in 2 series—Super and Deluxe-Twin.

Selling Features: Super series offered in 1 and 1 h.p. can be installed in casement or double-hung windows; fit casement window 144 in. wide 107 in. high.

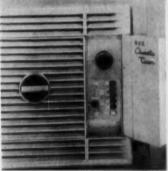
Deluxe series consists of \$ and 1-h.p. models that feature 2 separate cooling systems that provide wide range of cooling—one system for moderately warm days, on really hot days both combine to keep temperature and humidity at comfortable level.

comfortable level.

Deluxe twin-powered units are 26 in. wide, 13% in. high.

All units same in color and styling —2-tone beige; adjustable grills at front distribute air; outside air may be brought into room through unit; controls concealed behind flip-open panel below air delivery grille; all units can be installed flush with drapes or in variable balanced mounting position. anced mounting position.

Prices: From \$229.95 to \$389.95



Climate Tuner panel with 6-pushbuttons on front of unit that provide fingertip operation; night light turns on when Tuner door is opened.

l-piece cabinet in 2-tone Alpine gray and Pacific pearl styled by Henry Dreyfuss. Consolette is a \(\frac{1}{2}\)-ton unit, 12 in. deep, 32 in. high, in Dreyfuss-styled wood and metal cabinet

Casement window model, a 4-ton unit, has 2-speed cooling; fits practically all casement windows.

Heat pump is available in one of the Deluxe \$, 1-ton and the casement window type.

Prices: From \$189.50 for 1 ton unit to \$549.50 for 11-ton console.



WESTINGHOUSE **Dehumidifier**

Westinghouse Electric Corp., Springfield, Mass.

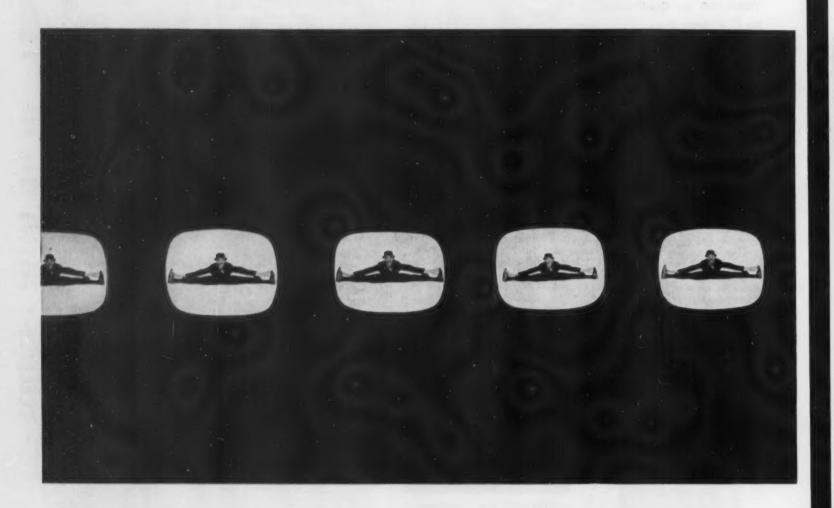
Device: Moisture-Master dehumidifier H-4A

Selling Features: Uses air drying coil of bare copper which assures maximum moisture removal at low cost; removes 3 gal. water from 10,000 cu. ft. enclosed space every 24 hrs; desert gray finish; mounted on casters for mobility; built-in container collects water at rear; automatic timer is available as accessory to permit automatic use from 4 to

Price: \$129.95

You're never a showroom for your

SYLVANIA TV



SYLVANIA TV with HALOLIGHT

gives you competitive advantages no other television line can offer

When you carry the Sylvania® line you enjoy the best possible sales protection through your Sylvania distributor's selective dealer policy. Of all the stores in your trading area, usually you alone can offer your customers the superiority of Sylvania TV with exclusive HaloLight® You become less of a showroom and more of a salesroom for shoppers who can buy other lines anywhere in your community.

Next, you can make more on each sale because Sylvania HaloLight is worth more. And customers gladly pay the difference to enjoy the eye comfort, greater clarity, the

larger-looking picture that no other television set can offer.

You can easily prove Sylvania superiority to yourself. Put a demonstration set on your store floor along with your present brands. See how customers almost invariably come back to the outstanding HaloLight picture.

You'll discover, too, that nothing on the market can beat Sylvania performance . . . nothing can match Sylvania picture fidelity with HaloLight "Surround Lighting".

And that's the perfect combination for full-profit TV sales volume!

SYLVANIA ELECTRIC PRODUCTS INC.
RADIO • TELEVISION • LIGHTING • RLECTRONICS • ATOMIC ENERGY
Radio & Television Division, Buffalo 7, N. Y.

Bylvania, HaloLight and "Bilver Screen 85" are Sylvania Trade Marks



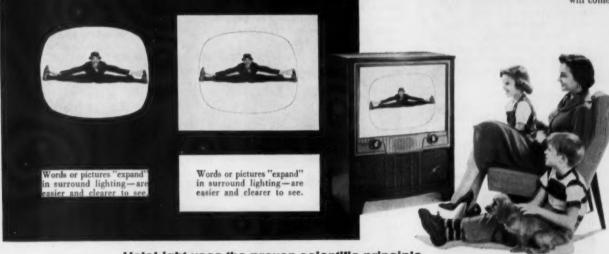
competition when you feature

with HALOLIGHT

THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES



Show the 10 best . . . your customers' eyes will come to rest on Sylvania HaloLight.



The Lombard 21" Console featuring HaloLight and "Silver Screen 85" Aluminized Picture Tube. Includes exclusive Automatic Channel Switch which changes from VHF to UHF automatically on a single knob, and new full range dual front speakers. Available in Mahogany veneer or blond Korina. Styled for sales, priced for volume

HaloLight uses the proven scientific principle of "surround lighting" to provide the finest picture of all

Words or pictures are hard to see if they're crammed inside a dark area. That's why books have margins. That's why eye specialists tell you not to read with a spotlight but

with light all around. That's why they advise TV surround lighting for eye comfort. HaloLight, surrounding Sylvania's new "Silver Screen 85", actually gives you more to

see while giving your eyes more comfort. For the first time in TV you can now enjoy Eye Fidelity—as rewarding to the eye as High Fidelity sound is to the ear.

keep your eye on SYLVANIA ... fastest growing name in sight!

1955 Fan Lines



HUNTER Hassock Fan

Hunter Fan & Ventilating Co., 400 S. Front St., Memphis, Tenn.

Device: 1955 Hunter hassock fan. Selling Features: "Perfect circle" air flow (360 degs.) air circulation without direct drafts; 3-speed switch recessed in top; safety guards; serves double duty as low serving table, TV seat or footstool.

Price: \$54.95.



VORNADO Fans

The O. A. Sutton Corp., Wichita, Kansas

Models: Vornado 1955 fan line includes a turnabout table top model 28F, a twin convertible window unit No. 48CT and a Travel-Air portable roll-around model 38R.

Selling Features: Turnabout tabletop model head may be tilted to put air where needed; has 3 speeds; 1450 rpm; 3000 cfm. capacity; 110 watts, weighs 27 lbs. Table top make a coffee or end table; unit has black wrought iron legs with light green inset top.

Twin convertible, snap-in, snap-out design; each circulator may be lifted out of window cabinet and used separately; 3-speed control while circulators are in cabinet and when used singly each circulator has its own lead cord to plug into any socket; can be used as exhaust or intake, in up or down position in casement windows, or side by side in standard windows. One circulator has 3 speeds the other 1-speed; each fan has 1550 rpm; one fan alone has 75 watts, both together, 150 watts; a single fan weighs 12 lbs; both in cabinet 34

Travel-Air exhausts or brings in fresh air; adjusts over 3 ft. in height; turnabout head allows full-tilt adjustment; fan head may be

NEW PRODUCTS



removed from stand and has its own base; for use on table top. 3speeds; 1560 rpm; 160 watts. Prices: Turnabout, table-top model, \$59.95; Twin convertible 48CT, \$89.95; Travel air 38R \$84.95.



SIGNAL Window Fans

Signal Electric Div., King-Seeley Corp., Menominee, Mich.

Models: 2 electrically-reversible window - portable fans — "Way-Ahead," 12-2100 and 20-2100; and 3-speed automatic 12-1100, 16-1110 and 20-1110.

Selling Features: 2100 series features free-flow grille with breeze-diffuser action; for direct currents of air: turn fan around and flick reversing switch; 2-speed motor; automatic on-and-off with Signal-Stat thermostat; electrically-reversible and portable reversible; Hide-away carrying handle pulls out for easy portable; expander panels fit sash-type windows. Accessories include window expander panels for 12, 16½ and 20-in. models; tilt-stand for 12 and 16½ in. models; and expandable mobile stand for 16½ and 20-in. models. 12-2100 has 12-in. blades deliver 1300 cfm; 16-2100 has 16½ in. blades, 3000 cfm; 20-2100 has 20-in. blades, 3950 cfm.

3-speed 110 models have window expander panels for 12-in, 16½

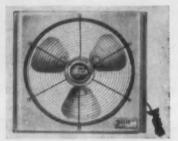


and 20-in. models; tilt-stand for 12-in. and 16½ in. models; expandable mobile stand for 16½ and 20 in. models; 12-in. model is non-automatic. Fans turn on and off automatically with Signal-Stat; can be used in window or as portable unit; 3-speed motor; hideaway carrying handle, expander panels fit into sash-type windows.

unit; 3-speed motor; hideaway carrying handle, expander panels fit into sash-type windows.

12-1100 has 12-in. blades, moves 1300 cfm; 16-1110 has 16½ in. blades moves 3000 cfm; 20-1110 has 20-in. blades, moves 3950 cfm.

Prices: 2100 series, \$39.95, \$62.95 and \$67.95 respectively; 1100 series, \$32.95, \$49.95 and \$54.95 respectively.



LONERGAN Window Fans

Lonergan Mfg. Co., Div. Mc Graw Electric Co., Albion, Mich.

Models: Lonergan line includes 2-speed fans in 16, 20 and 24-in. sizes and a Deluxe electrically reversible, 4-speed, 20-in. push-button model with capacitor type motor.

Selling Features: All units feature deep drawn, automotive gauge steel cabinets in baked 2-tone green finish; welded grill and concealed motor and blade mount; 1-piece blades, mounted with flexible rubber hub, permanently self-aligning; rubber cushioned mountings for quiet operation; each unit is thin enough to be installed without removing screens; window can be closed behind fan; front falls flush with sill so draperies can hang normally.



KISCO Window Fans

Kisco Co., Inc., 2400-40 De Kalb St., St. Louis, 4, Mo.

Models: 3 new window fans in Kisco 1955 line: RE-12, RE-20 and DD-20.

Selling Features: RE-12, 12-in. reversible window fan 15-in. high, 27-in. wide, extends to 38-in.; single speed, 1/75 h.p. motor; 950 cfm capacity; No. 1215 blade, 1000 rpms; 45 watts; champagne color finish.

RE-20, 20-in, reversible window fan, 24-in, high, and wide, extends



to 38-in.; capacity 3000-2200 cfm; 2-speeds; 1/15 h.p. motor; 3-blades No. 2025; 1000 rpm high, 750 rpm low; 185 watts; champagne finish.



DD-20, 20-in. window fan, 24 in. high and wide; extends to 38 in.; capacities 2800 and 1800 cfm; 2-speeds; 1/15 h.p. motor; 3 No. 2021 blades; 100 0rpm high, 750 rpm low; 140 watts.



DOMINION Fans

Dominion Electric Corp., Mansfield, O.

Device: Dominion's 1955 fan line comprises 12 models and includes window ventilators oscillators, stationary and all-purpose fans.

Selling Features: Window ventilators include 3 reversible models from 20 to 12-in. for multi-room or single room cooling; a manual adjustment reverses each fan; springloaded clips lock fan in position for blowing air in or out. "Twin 1500" ventilator with twin exhaust fans; special legs make it adaptable for floor or table use.

5 new oscillating fans: a 3-speed, 16 in. model, a 2-speed 12 in., and a single-speed 12 in.; a 10-in. conventional; a 10-in. rubber bladed model, features soft, flexible blades that cannot cause harm should fingers come in contact with them.

All models have special safety clutch that prevents motor burnout if oscillating motion is blocked; special tilt adjustment converts each fan into wall model if desired.

2 all-purpose fans—a large 2-speed model with air displacement of 1250 cfm rotates a full 360 degs.; can be used as a table fan or floor circulator; standard 1-speed, all-purpose has finger tip mounting for directional control of air stream from 10 degs. below horizontal to vertical. Both fans have aerodynamic styling. A new 8-in. stationary fan rounds out line.



MANNING-BOWMAN The line of outstanding fan values!

HIGH QUALITY!
LOW PRICE!
COMPLETE SELECTION!
\$595 to \$3995

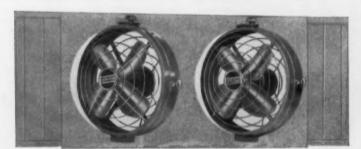
Increase your fan volume with new, extra-value models for every need, every purse!

With a new high in quality and a new low in price, this complete selection of 17 fans is bound to be the consumer's choice. You'll make larger-than-ever volume sales with Manning-Bowman fans!

America's Biggest Value! 10" OSCILLATOR ONLY \$1295

Here is a fine new 10" 1-speed oscillating fan at just \$12.95—for extra value and extra sell. A real price leader!

OTHER DESK FANS FROM \$595 to \$3795

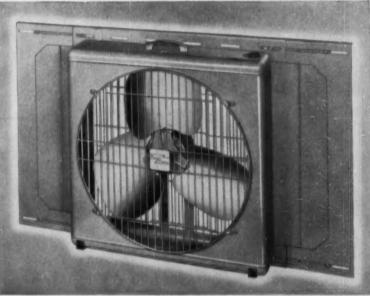


INSTANTLY REVERSIBLE WINDOW FANS _ \$1195 TO \$3750

New instantly reversible models feature "twirling reverse"—fan revolves from intake to exhaust at the touch of a finger. Extravalue feature is new swing-out unit design—gives complete freedom of movement, even when window screen is against fan guard! With 8" models, entire unit may be reversed.

10" single unit \$19.75
12" single unit \$24.95
10" double unit \$31.25
12" double unit \$31.95
8" double unit \$19.75





A 20" MULTI-PURPOSE FAN FOR ONLY \$3995!

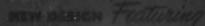
Completely portable, for use as intake or exhaust fan *anywhere*. High style, great performance, and sensational *low price!* 20" model is 3-speed, at just \$39.95. (Expanders \$6.00.)

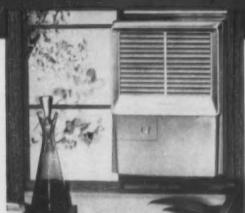
16" 3-speed \$29.95 (Expanders \$6.00) 12" 3-speed \$24.95 • 10" 1-speed \$17.95

MANNING-BOWMAN DIVISION	
McGraw Electric Company	Elgin, Illinois
BIG FAN VALUES sound good to me!	Name
Please rush me the name of my nearest Manning- Bowman Fan Distributor!	Store Name
	Address
	CityZoneState

IT TAKES BOTH TO SELL THE MOST

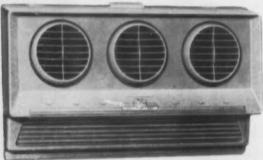
Buy 'em





Model C75A-1/4 H. P. CASEMENT AIR CONDITIONER

A sensational new casement model that solves a multitude of installation problems. Look at this: • SMALL, 15½" wide, 22" high, 21½ a" deep. • LIGHT, weighs only 132 lbs. • FITS any vertical casement window ALSO installs in double-hung sash windows with adapter kit. • Can be mounted half in and half out, or can be mounted inside so the window will fully close. • Full ¾ H. P. capacity, too!



Model D200A-2 H. P. DELUXE AIR CONDITIONER

This giant capacity unit opens new sales potentials for Vornado Dealers—Another Vornado first Look at these advantages: • Installs in windows only 30¼" wide. • Only 17½" high. • Twin full capacity 1 H. P. systems operate independently. • Thermostatic control This is your big sales opportunity in '55.



DIAMONDS

Nationally known Keepsake Diamond Rings for 3 to 500 unit buyers.

AKES IT PROFITABLE

Buy 'em



TRIPS

London, Paris, Holy Land or around the world—just for buying early.



CIVIC HONOR AWARDS

Special awards of civic nature—see your distributor for details.



BUY NOW-PAY IN SEASON

Buy now-get started-pay later in season.



LOCAL ADVERTISING AND SALES AIDS OF EVERY DESCRIPTION

- Localized promotions custom tailored for your market.
- Sales and product training program for retail salesman.
- Full page color ads in national publications.
- Factory direct mail program to your customers.
- Full color promotional material.
- Radio and TV commercials.
- New point-of-purchase displays.

LOW PRICES

Prices on the NEW 1955 line are reduced from \$40 to \$60 under 1954 prices.

Products of THE O. A. SUTTON CORPORATION . WICHITA, KANSAS

THE ULTIMATE IN COOLING COMFORT

Specialists in manufacturing comfort cooling appliances

air circulators

A la less floor space

faster turnover

more profit per dollar invested than any appliance in the industry

Vornado Air Circulators have never been a "pick up line"... Dealers everywhere make more money on this line than any appliance line when all the factors, like floor space, rate of turnover and profit margins are considered.

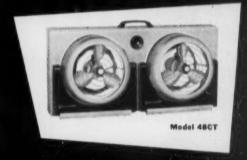
Call your 7/ornado distributor today and get the facts!



TRAVEL AIR-The amazing New Travel-Air is versatile, and effective in cooling comfort. The head slides up or down on the stand, with the TURN-ABOUT feature. Roll it up to a window, pull cool air in and exhaust hot, stale room air. Simply release the fan head from the stand and use it as a desk or floor fan wherever desired. It's the sensation of the industry for '55.



TURN-ABOUT TABLE TOP-Strikingly new in design and styling, the VORNADO TURN-ABOUT, table top fan answers the need of many homes and offices for an air circulator of modern styling and outstanding performance. The TURN-ABOUT head may be tilted to put air where it's needed.



TWIN CONVERTIBLE—The most versatile window fan ever produced. Use it as a window fan at night to pull in fresh, cool air or use each Snap-In. Snap-Out air circulator by itself within the room or in different rooms around the house. Each of the air circulators may be lifted out of the cabinet and used separately

a complete line with patented features





1. TWIN CONES





2. DEEP-PITCHED PROPELLER

Products of THE O. A. SUTTON CORPORATION . WICHITA, KANSAS . Specialists in manufacturing comfort cooling appliances

SPEED QUEEN comes to your rescue

While automatic washer competitors are carrying on a running battle of increasing intensity — promoting the <u>same</u> general run of standard features — Speed Queen this year emerges from the competitive scramble with a 100% exclusive . . .

STAINLESS STEEL TUB

with POLISHED ALUMINUM AGITATOR



BUILT-IN
"SUDS-SAVER"

Which means: you can put this exclusive Speed Queen unit on your floor — advertise it — promote it — demonstrate it — and not run the risk of somebody else undercutting you and beating you out of your sale. And remember, we're talking about the best-engineered, best-built automatic in the business, as the record shows!

Write, wire or phone - SPEED QUEEN CORPORATION RIPON, WISCONSIN

the Royal Family of Home Laundry Equipment



"Deluxe Royal Pair" Tope in beauty, Built-in Suds-Saver.



'Heavy Duty" Royal Pair Tops in value. Priced for ADV promotion.



"Thriftomatic"
Priced lower than man wringer washers.



America's No. 1 line of wringer washers.



Complete line of ironers. 22" and 26" models.



FASCO Fans

Fasco Industries Inc., Rochester, N. Y.

Models: Fasco 1955 line includes 6 portables: Super Deluxe 2047, and Nos. 2046, 2069, 1769, 1746 and 1246.

Selling Features: Super deluxe 2047 is a 20-in. electrically reversible; push button operated fan with 3-speeds, twin safety guards at front and back; retractable carrying handle; deep drawn venturi.

Accessories available include an adjustable floor stand and window

mounting panels.
No. 2046, a 20-in. manually reversible fan has all features of No. 2047, including floor stand and window panel.
No. 2069 Wheel-A-Breeze, is a

20-in. fan on mobile unit.

No. 1769 Wheel-A-Breeze, No. 1746 and No. 1246 are 17-in. and 12-in. deluxe portable models respectively with floor stand, window panel accessories also available. All models in "harmony grey" trimmed in blue; all have 3-speed operation.



AIR KING Fans

Berns Mfg. Corp., 3050 N. Rockwell, Chicago, 18, III.

Models: Berns Air King 1955 "all-Purpose" fan line includes 14, 20 and 22 in. sizes.

Selling Features: The 14-in, model (RA-14), is designed for use in casement windows as a single or 2-fan installation through use of locking clips; may also be used in regular double hung windows by using sliding side panels, as table or floor fan with or without the addition of a swivel stand.

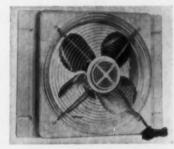
All 20-in. models (RA-20 and RTC-20) and 22-in, model (RA-22) come complete with sliding side panels which can be permanently installed in window. Fan can be mounted for exhaust or intake use removed for use elsewhere. RTC-20 has automatic thermostat control which can be set for tem-

NEW PRODUCTS. Electric Housewares

perature desired; once set the thermostat turns fan on and off automatically to maintain wanted room temperature-even when user is

Swivel stand which permits tilting fan up or down is extra on all

Prices: RA-14, \$29.95; RA-20, \$49.95; RTC-20, \$59.95; RA-22, \$59.95.



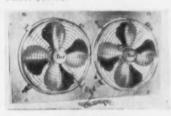
ATLAS-AIRE Fans

Atlas Tool & Mfg. Co., 5147 Natural Bridge Blvd., St. Louis, 15, Mo.

Model: Atlas C-20 window fan.

Selling Features: C-20 is a 20.in. window fan with 2-speeds; delivers 3500 cfm; 4-petal, polished aluminum blades electronically balanced; specially designed rubber hub reduces motor noise; fingerproof spiraled blade; all steel construction with rubber mountings; gray finish; fits windows 26 to 37 in. wide.

Price: \$39.95



KORD Fan

Kord Mfg. Co., Inc., 4510 Whiteplains Rd., New York, 70, N. Y.

Models: RG-21 and RG-22 twin 10- and 12-in. reversible window fans.

Selling Features: A flip of lever reverses air flow without removing fan from window; chrome "safe-tee-gard" front and back; 4-pole heavy duty motor; individual switch control; adjustable to fit almost any window; 2-speeds; gray enamel finish.

Price: RG-21, \$34.95; RG-22, \$44.95.

WESTINGHOUSE Fan Timer

Westinghouse Electric Co., Fan Dept., Electric Appliance Div., Springfield, 2, Mass.

Device: Westinghouse fan timer. Selling Features: Plugs into wall outlet, fan plugs into socket on timer and timer dial can be set for fan to run from 1 to 10-hrs, at end

of time fan is shut off. Price: \$9.95.

1955 Electric Housewares



CASCO Steam Iron

Models: A choice of Deluxe model steam-and-dry iron in combinations of blue green and gold, French grey and gold, crimson and gold, all with gold finished fabric dial plus an improved Standard model in ebony with red trim.

Selling Features: Stainless steel, reservoir uses tap water in hard water areas; easy to fill—top lifts for filling directly from faucet; steams up to 1½ hrs. on single fill ing: 6 fabric settings for steam and for dry ironing; steams in upright position as well as when flat, for refreshing suede shoes, hand pads, felt hats etc.

Price: Standard ebony model, \$18.95; Deluxe models in color, \$19.95.



MIRRO-MATIC Pressure Pan

Aluminum Goods Mfg. Co., Manitowoc, Wis.

Device: Mirror-Matic electric pressure pan.

Selling Features: It not only pressure cooks and cans, it also fries, steams, stews, boils and keeps food warm; for pressure cooking or canning the Thermo heat-control dial is set at 5, 10, or 15 to correspond with setting of pressure control on top of cover; a self-adjusting ther-mostat automatically calls for cor-rect amount of heat to maintain pressure; for frying and browning the dial is set at 300; for boiling, braising or stewing at 212; for keeping foods warm at 175.

3-pressure control similar to nonelectric model; insulated bottom and heat proof legs permit self-conand near proof legs permit self-contained appliance to be used on table or cabinet top; thermostat will not permit heat to go higher than dial setting; 4 qt. capacity; 1500 watt, 120-volt element.

Price: \$29.95 (slightly higher West).



UNIVERSAL Hot Pot

Landers, Frary & Clark, New Britain, Conn.

Model: Universal automatic hot pot No. 8910.

Selling Features: Full qt. capacity; hi-lo thermostatic temperature control; suitable for heating baby foods, boiling eggs, brewing instant coffee; making soups, etc; plastic handle; snug-fit cover.

Price: \$9.95



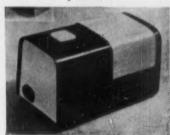
SETH THOMAS Clock

Seth Thomas Clocks, Div. of General Time Corp., Thomaston, Conn.

Model: "Bonaire" electric alarm. Selling Features: Crystal-clear face;

ivory numerals; grained walnut case; ivory minute circle, hour and minute hands; brass sweep second; polished fluted brass trim; electric bell alarm; 4 in. high, 51 in. wide; 24 in. deep; dial, 4x3 in.

Price: \$8.95 plus tax.



CARVEL HALL Knife Sharpener

Chas D. Briddell, Inc., Cristield, Md.

Device: Carvel Hall electric knife sharpener.

Selling Features: Designed by George Nelson to meet kitchen trend of copper and black; designed so knife edge will be automatically placed against sharpening wheel at an 36 deg. "edge angle;" striated copper cover protects grinding wheel when not in use; white on-off button, non-skid parts on bottom; detachable cords and special holes in base plate allow sharpener to be mounted on wall.

Price: \$14.95 with cord.



UNIVERSAL Toaster

Landers, Frary & Clark, New Britain, Conn.

Model: Universal 1955 Toastamagic toaster, No. 2855.

Selling Features: Toasts first slice in 60 secs; new sliding control lever in a panel styled to match Coffee-matic Flavor-Selector panel allows selection of toast color from light to dark—once setting is determined, every slice of toast thereafter browns to same shade.

New element on Fiberglas insulation keeps heat and moisture locked in; high-rise racks lift toast up high with quick, gentle cushioned movement; bread holder is self-positioning with tapered ends for thick or thin slices; single slice can be toasted as well as 2 slices.

Touch of Servue lever allows toast to be removed before cycle is completed; crumb tray has snap lock, chrome finish; 1-piece phenolic base.

Price: \$21.95



DOMINION Stoves

Dominion Electric Corp., Mansfield, O.

Device: 8 new table stoves.

Selling Features: Top of line is a 2-burner unit No. 1429 with T & K Monotube single coil tubular steel elements controlled by range-type switches; a group of multi-colored push buttons simplify selection and control cooking temperatures; push button controls are exclusive with Dominion.

No. 1431, another 2-burner

No. 1431, another 2-burner model has push button controls, a combination of 4 cooking heats; white porcelain top white enamel base.

Three other 2-burner stoves in line include No. 1427, that features fast-heating nickel chrome elements and chrome-plated top. Three single-unit stoves are avail-

Three single-unit stoves are available No. 1432 features a 3-heat chromeplated element, a chromeplated top and a newly-designed control switch. No. 1417, lowest priced model is a single-burner, single-heat unit with black enamel top and white enamel base.

Prices: Start at \$3.95 for No. 1417.

NEW PRODUCTS Electric Housewares and Briefs



WORLD WIDE Travel Iron

James-Neil, Inc., 254 W. 54th St., New York, 19, N. Y.

Model: World Wide travel iron No. 601.

Selling Features: Suitable for tourists, nures, etc.; 115-220 volt a.c.d.c.; with two extra plugs one with thick prongs for England, Dominions and India and one with thin prongs for the rest of the world except the US, where no special plugs are necessary; chrome finish; Preenex-heater cord attached; sealed in high tension resistance wire element sealed in ceramics; weighs 1½ lbs; new handle features reversible open handle and detachable for travelling purposes.



DUO-THERM Power Mowers

Duo-Therm Div., Motor Wheel Corp., Lansing, 3, Mich.

Models: Duo-Therm lawn mower line of 5 models 3 rotary, 2 reel and features a new Duo-Trim rotary and reel mower.

Selling Features: Duo-Trim rotary features a wind tunnel action that stands grass on end, cutting it into fine bits, sprays grass over wide area; mulches leaves; discharge ports at top of housing leaving entire sides enclosed causes vacuum action to hurl grass against blade.

Other features include a reversible hand, eliminating "U" turns, 5 cutting heights from 3-in. to 3-in.; 2 types Clinton engines; automatic rewind starter; fully-enclosed blade: blue and white finish.

blade; blue and white finish.

Other models are a 21-in. rotary with 2-cycle engine, a 21-in. rotary with 4-cycle engine and 2-reel models 18- and 21-in. featuring a belt-driven "feather touch" clutch; specially treated cutting blades; blue and white finish.

Prices: "From \$89.95 for 18-in. rotary."

G-E Cleaner

General Electric Co., Bridgeport, Conn.

Device: G-E Roll-Around cleaner. Selling Features: A 4-whcel base allows complete mobility from room to room—can be removed from base when desired; "G-E swivel-top"; 2-in-1 tool and other attachments of current G-E swivel-top cleaner; stores easily with hose and wands connected; shell pink, coral and cocoa brown finish.



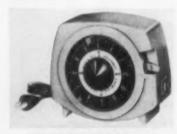
HOYT Dryerette

Hoyt Mfg. Corp., Westport, Mass.

Device: Hoyt Dryerette Jr.

Selling Features: Redesigned cabinet has slanting control panel board; Plextone green finish; equipped with an air preheater to save up to 20% gas; has 16 lbs. (2 loads) capacity; automatic controls include Selective temperature control; selective drying time control; easily coin metered.

Price: \$378.



INTERMATIC Timer

International Register Co., 2620 W. Washington Blvd., Chicago, 12, III.

Model Intermatic Time-All A-221. Selling Features: Similar to Deluxe A-211—difference being that A-221 carries 875 watts while A-211 carries 1650 watts; lightweight, 24-hr. repeat cycle appliance timerset it once and forget it automatic operation continues daily without resetting; convenient manual control; 5 in. wide, 4 in. high, 2½ in. deep; grey plaskon case with green dial; minimum on or off time 1-hour; maximum, 23 hours.

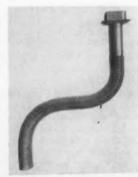
BRIEFS



A new Swing-A-Way portable tabletype ice crusher and bucket is announced by Swing-A-Way Mfg. Co., St. Louis. Stainless steel, selffeeding cutters crush ice coarse or fine; holds 2 full ice trays; white baked enamel body, red, white, yellow or black cup. Price, \$8.95.

A rotisserie table, specifically designed to fit any Broil-Quik broiler-rotisserie is announced by Peerless Corp., New York 27, N. Y. Made of steel, on rubber-wheeled casters, it is 34 in. high, 20 in. wide, 13 in. deep; available in white or black enamel or in triple chrome plating. Prices \$9.95 for white or black; \$19.95 in chrome.

A Silicone ironing board cover, that is scorch-resistant, stain-resistant and color-fast is announced by Magla Products, Newark 2, N. J. Fits standard or over size boards; silver gray finish. Price \$1.49.



Dry-R-X Co., of Minneapolis announces a new flexible duct for venting excess moisture, heat or lint from clothes dryers. It takes curves and corners with ease, connects to dryer and hood without clamps; sold in 3 and 4-in. diams. and 6 and 9-ft. lengths, or in kits with the automatic, self-thawing Dry-R-X-Hood.

For Full Profit

cash in on 58 years of Robbins & Myers quality!

RETURNS OF LESS THAN % OF 1% PROVE R & M FANS STAY SOLD!

It's the cooling power and the durability of the fans you sell that create a good or bad impression of your store! Look beyond price come-ons, and you'll identify yourself with Robbins & Myers fans -the quality line that stays sold and makes friends for you.

You'll need a healthy stock to meet the demand! Powerful ads will pre-sell your prospects through the Saturday Evening Post, American Home, Home Modernizing, and other popular magazines. Don't be caught short! Order now!

Ask Your Distributor for the New Full-Line Catalog!

A colorful new catalog to help you sell! 16 fullcolor pages of fans for every need, every purse. Table and pedestal models, window fans, ceiling, attic and exhaust fans, air circulators. Keep this silent salesman handy to help customers sell themselves!



Robbins & Myers, Inc., EM25, Fan Division, 387 So. Front St., Memphis 2, Tenn.



Nothing here is borrowed from the past! Here's striking, clean-cut, modern design, sure to attract—and sell! Big 12° blades lift cool air from the floor, provide full 360° circulation. Recessed 3-speed switch on top. Super-safe styrene grille. Has four interchangeable sections. When used as a table, weight is supported by steel frame. Guaranteed 5 years.



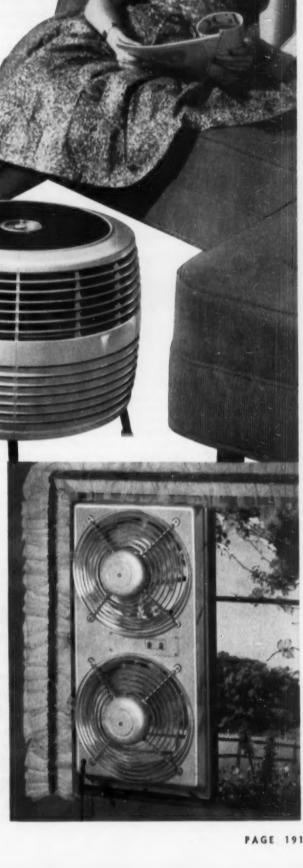
New Low Prices! 18" \$5995 retail 22" \$7995 retail

REVERSIBLE WINDOW FANS

Trim beauty to attract . . . extra cooling power per blade size to satisfy! In minutes these powerful fans have cool breezes whisking through several rooms. Quietly exhaust hot, stale air, pulling in cooling breezes. Reversed electrically, they circulate fresh air. Two speeds, intake and exhaust. Silver gray. Easy to install, with only a screwdriver. Guar. 5 yrs.

Only \$7805 retail CASEMENT WINDOW FAN

You'll find a waiting market for this beauty! It's tailor-made for casement windows-the perfect answer to a long-felt need. Twin 12" fans force stuffy air out, pull cool air in. Reverse electrically to circulate fresh air. Two speeds, intake and exhaust. Silver gray. Fits standard 3-light casement window. Panel available for 4light. Guaranteed 5 years.







A new leak-proof faucet adapter containing a pressure release valve, for use with automatic dishwashers and clothes washers is announced by P & G Supply Co., 1455 Boston Rd., Bronx 60, N. Y. A pressure release adapter No. 451 channels pressure built up in hose directly into sink before hose is disconnected. Fits faucets equipped with aerators or having threads onto which aerators normally fit. Price: \$2.39.



A new Spray-O-Namel formulated especially for kitchen and laundry appliances is announced by Illinois Bronze Powder Co., Chicago, Ill. Packaged under the lable "Spray-O-Namel Appliance White," this product gives white finish to sinks, dryers, ranges, washers, refrigerators and all other porcelain surfaces—

NEW PRODUCTS

suitable for refinishing, retouching; applied directly from self-spraying container, the enamel dries to hard coat in 1 to 2 hours. A new wrought iron flat black is also available from the same company. Both products come in 12-oz. containers.

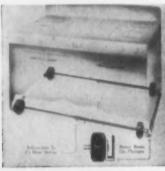
AD and PRUF are the newest Colgate-Palmolive products now being introduced. AD is a low-sudsing synthetic detergent for automatic washers, for use on all fabrics. A special built-in optical bleach keeps white clothes white and colored clothes bright; controlled sudsing action makes AD suitable for all automatic washers as well as conventionals.

PRUF, a new powdered, heavyduty bleach, its active ingredient will not yellow white clothes nor dull colored items.



A Birch Beauty Treatment is announced by The Brammer Co., Davenport, Iowa, for use with Wild Grain Birch Do-It-Yourself Kitchen cabinets. Treatment includes a selection of finishes, wax polish surfacing packed in a convenient carrying case.

Cooper Mfg. Co., Marshalltown, Iowa announces a new mulching attachment for 18 and 20-in. Cyclo-Mo rotary mowers. Leaves are held within cutting unit until they have been reduced to a fine mulch and are then returned to lawn. Kit consists of 2 perforated steel bands—one closing off front chute, the other extending around rear path of blade. 18-in. size, \$5.95. 20-in. size, \$6.95.



Kitchen Range Roll-Away puts range on wheels; easy to install, adjustable, fits various sizes and makes of ranges, facilitates plumbing and electrical repairs.

Price: \$12. Made by Kitchen Range Roll-Away Mfg. Co., 1034 W. 76th St., Los Angeles 44, Calif.



FLORENCE Gas Ranges

Florence Stove Co., 1549 Merchandise Mart, Chicago, III.

Models: Florence 1955 range line includes 19 models, 4 of which are equipped with a thermostatically controlled fifth burner in center of surface units.

Selling Features: Thermostatic control unit is an aluminum sensing element located in center of burner to measure inside temperatures of utensils and to thermostatically keep temperatures constant for needed cooking period; operated by Robertshaw fully modulating thermostat from 200 to 400 degs., similar to oven thermostat.

A special griddle with fits over thermostatic control unit.

In addition to regular oven, the Florence Roto-Broiler-Cue, which fits into broiler compartment, and revolves on motor-operated spit.

Other features of 1955 line include giant ovens, electric clock and timer, and an appliance outlet.



CALORIC Gas Ranges

Caloric Appliance Corp., Topton, Pa.

Models: Caloric 1955 line includes 3 basic models—24, 36 and 40-in. Selling Features: Ovens in 3 different widths, 13-in. pastry oven, full-size 16-in. oven or 'Havest'' 20-in. oven; 2-oven range or high level broiler with rotisserie, automatic oven and broiler lighting; 4 or 6 burners divided or cluster.

Backguards have interior lighting behind glass and chrome face in pink, blue, green or white.

Angled control panel and recessed knobs protect settings from casual brushing against. Modular construction; front door panels restyled with sealer strips along front separating right and left compartments; detachable, chrome door handles.

Ultra-Ray Hi-Broiler 8 position; aluminum broiler grid; seamless porcelain enamel oven-broiler; newly designed oven window; snapshut front Lo-Broiler drawer rolls out; In-a-line Timer has vertical pointers that move across a 60-min. time line on background; instant lighting, speed-set burners have 4 present speeds and a variety of in between temperatures; automatic oven timer and temperature controls turn down or off automatically when meal is cooked.

36-in. ranges are available with a 16-in. full size oven and a 13-in. pastry oven or a 16-in. oven and Ultra-Ray Hi-Broiler.

40-in. range provides a 20-in. "Harvest oven and a 13-in. pastry oven, or the 20-in. oven and Ultra-Ray Hi-Broiler. 24-in. model comes with "Harvest" 20-in. oven only. Roto-Ray barbecuer available in

Roto-Ray barbecuer available in 36-in. and 40-in. clock-controlled, hi-broiler ranges; motor driven spit rotates with slow, even movement; spit rests in bracket that is easily removed from rack handle for easy carrying.

Prices: From \$399.95 for 40-in. range with "Harvest oven and rotisserie and 4-burners; to \$289.95 for 24-in. range with "Harvest" oven and 4-burners.



CALORIC Built-in Units

Caloric Appliance Corp., Topton, Pa.

Models: Caloric built-in gas range units in 1955 line.

Selling Features: Units include separate oven-broiler and top burner units for installation in kitchen cabinets, along counter tops, in walls; can be placed in straight line, peninsular or island installations; oven broiler can be placed at any desired height; door panels for oven-broiler units available in porcelain enameled white, black, yellow, blue, green or bright and satin metal finishes.

Special features include automatic clock control and 4-hr. timer, controlled top burner heat with Speed-Set burners, seamless porcelain enamel oven and broiler; Observador Pyrex window in oven; interior oven light; Fiberglas insulation; non-jarring, balanced action oven door; designed for use with bottled, natural or manufactured gas.



THE ONLY ROTATOR WITH THESE EXTRAS TO SELL!

Roto-King engineering brochure No. 288.

SMARTLY STYLED CONSOLE WITH PIANO TUNING

The striking control console is designed for beauty of design as well as ease of operation. Actuates the rotator with the slightest touch. Available in mahagany or ivory cabinet.



Pinpoint control system is unsurpassed in consistent accuracy of indication, Stops antenna instantly within ½ degree of desired position. No drift or ambiguity.

POWERFUL INLINE DESIGN

Supports direct deadweight load of largest stacked array. Resists downthrust and bending moment. Built-in thrust bearings. No extra parts to buy. No breakable offset bearings.

REPLACEABLE FACTORY SEALED CARTRIDGE UNIT

Sealed power drive unit eliminates the former need of dismantling the antenna when servicing. Simply loosen 3 screws to remove the sealed unit.

BALANCED POWER

Close tolerance 3200:1 reverted gear drive (within .002 in. tolerance) efficiently transmits 100% of developed power. No inherently weak worm gears.

Look to JFD for Engineering Leadership!

MANUFACTURING CO., INC.

6101 16th AVENUE, BROOKLYN 4, N. Y. INTERNATIONAL DIVISION: 15 Moore Street, New York 4, U.S.A.

390 DEGREE ROTATION

390 degrees—the broadest traverse range now in use—speeds and simplifies station selection beyond standard 360 degree revolution.

COLORFUL "CARRY-ALL" CARTON

Safely protects Roto-King en-route...eases on-the-job carrying of units...comes in handy in the shop or around the home. A JFD merchandising extra at no extra cost.

AUTOMATIC VOLTAGE COMPENSATION

Advanced circuitry achieves automatic voltage compensation for stability and exactness of indication despite line

voltage fluctuations.

ROTO-KING IS LIKE A DIRECT LINE TO EVERY TV STATION IN YOUR AREA.



NEW RADIO CARTON

changes into powerful selling display

Now! You can start displaying—start selling—G-E Portable Radios the instant they arrive in your store. Just open the carton, and you have an effective display piece you can set up in seconds. Nothing extra to order! No extra cost to you! You save money—time. And you can repack in an instant!

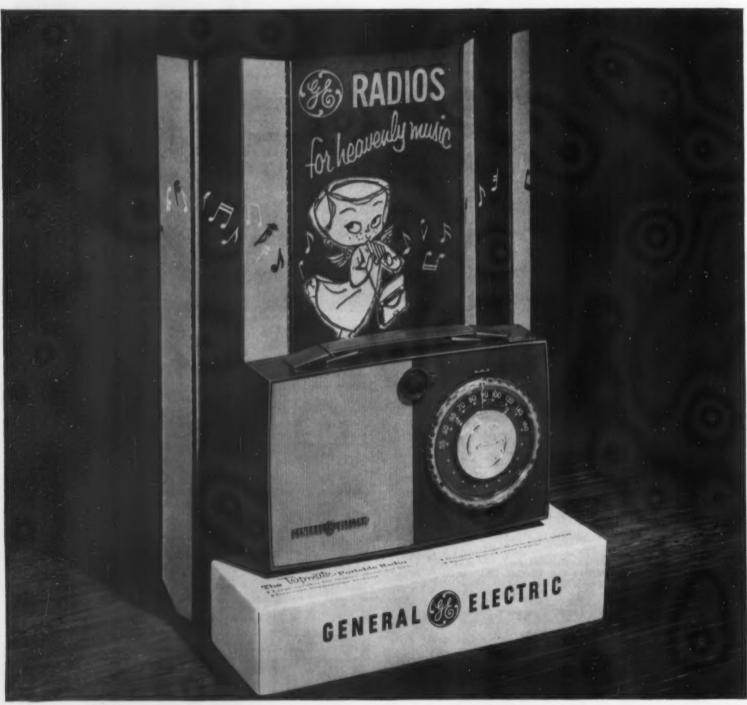
There's a distinctive display carton for each type

of G-E Portable Radio. Watch for them. No special order needed. Only G.E. has them. So be sure and order your radios from G.E.! General Electric Co., Radio & Television Dept., Syracuse, New York.

Prices include 90-day free warranty on parts and labor. Subject to change without notice. Slightly higher West and South.

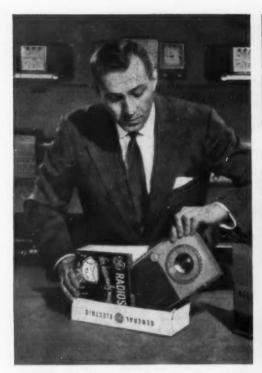
General Electric Comedy Theatre Presents

"THE RAY MILLAND SHOW" Television -CBS - Weekly



SELLS ITSELF! New G-E Tripmate portable radio in Red and Antique White is styled to sell on sight as well as sound. Display it in new G-E radio carton that turns into a powerful and effective background in just seconds! Every-

thing you need right in the carton. Nothing extra to order. Display it in individual carton—as shown above—or in attractive mass groupings for counter or window, G-E Tripmate illustrated is Model 636.



OPEN THE CARTON your G-E Portable radio comes in. Right away, you're in business! You have a powerful display the minute your G-E radios arrive. No waiting.



DISPLAY PIECE INSIDE. The packing that protects the radio converts to display pieces. In seconds—you can assemble these into an attention-getting display!



MANY DISPLAY POSSIBILITIES! You can use each carton for an individual display. Or you can arrange mass-groupings. Printed instructions suggest display ideas.



TAKE IT TO THE BEACH—or faraway hills, the tiny G-E Tripmate portable has pull-in power and clear tone. You'll sell plenty in this two-tone combination of today's smartest shades of gray. Model 637.



TRULY "PERSONAL"—compact, featherweight G-E Tripmate. Like all Tripmates, this solid green model 635 sells complete with full 4-inch speaker, 4 tubes, carrying case, battery saver. Only \$24.95, less batteries.



HANDSOME CARRYING CASE AVAILABLE with G-E Tripmate portables at new low prices. Remember, Tripmates are backed by powerful advertising in magazines, newspapers, General Electric's Ray Milland Television show—every week on CBS. Order now! (Above, Model 636).

Progress Is Our Most Important Product

GENERAL (ELECTRIC



MOTOROLA TV Sets

Motorola Inc., 4545 W. Augusta Blvd., Chicago, 51, III.

Models: Motorola 1955 line of TV sets totals 28.

Selling Features: Line includes two 17-in., four 21-in. table, five 21-in. console, one 24-in. table and two 24-in. consoles. Finishes include mahogany or blond, with a few in ebony and walnut.

Two chassis are available: "Five Star", with a 4-wafer tuner improved circuitry and automatic contrast control; other features in Five Star line include slanted and tinted glass fronts, large speakers, built-in antennas, wide-angle aluminized picture tubes; chassis available in 8 models.

"Four Star" chassis is improved and replaces former "Standard" chassis; contains improved 3-wafer cascode tuner; signal-to-noise ratio improved.

On both models all tubes are accessible from top; both have frontoperating controls adjustments and both operate on 40 mc IF.

24-in. table set, 24T2 is the first large screen size made available in table size; compactly designed in mahogany or blond; features aluminized picture tube for clearer picture and tinted protective glass to reduce glare.

Prices: From \$139.95 for 17-in. table model to \$399.95 for 24-in. console.



WESTINGHOUSE TV Line

Westinghouse Elec. Corp., Radio-TV Div., Metuchen, N. J.

Models: A complete line of table models in 17, 21 and 24 in. sizes, totalling 21 models; open face, half wing and full door consoles in 21, and 24-in. sizes totalling 16; and 4 3-way Deluxe combination TV, radio-phonos.

Selling Features: 17-in. table sets are available in a variety of color combinations known as "Decorator Group" in House and Garden colors.

A Patio Cart accessory, which permits portability for table models

NEW PRODUCTS

without need for carrying the set from place to place. Top-tuning-all controls are

Top-tuning—all controls are placed on top of set on table and console models.

Other features include built-in filter glass; aluminized picture tube; filter glass is slanted to deflect light; aluminized tube delivers brightness; provides bigger picture tube area. Full range concert speakers; wide band reception; new space-saving chassis; full range tuner; modulated power control circuits are other features included in 1955 line.

17-in. sets have non-aluminized tube; built-in antenna except for one model and no tinted glass. 21-in. sets have aluminized picture tube; built-in antennas except for 2 models; tinted glass in some models.

24-in. sets have aluminized picture tube built-in antenna and tinted glass in all models. Only one 24-in. set does not have tinted glass

Combination models feature pull-out drawer with AM radio and 3-speed record changer with automatic stop; 21-in. combinations have single speaker; 24-in. models have two speakers.

UHF or VHF available in most

Prices: From \$149.95 for 17-in. table model to \$509.95 for 24-in. combination.



DUMONT TV Sets

Allen B. DuMont Laboratories, 750 Bloomfield Ave., Clifton, N. J.

Models: 3 new-2 consoles and 1 table—TV sets with standard broadcase radios as "radio optional".

Selling Features: Kendall, open-face console; Lancaster consolette and Trevor, table model, all have 21-in. "Wide Horizon" screens; Kendall, in traditional styling in mahogany or limed oak; Lancaster in mahogany, limed oak; Lancaster in mahogany, limed oak grain, features improved sound system with matched speakers. Trevor, contemporary styling in walnut, mahogany or limed oak; all models have superlumenized picture tubes and heavier permanent magnet speakers; shielded chassis; tilted safety glass and picture tube; illuminated channel selector with 1-knob 82-channel tuning; record player outlets and switch, automatic noise control; continuous adjustable tone control

and built-in antenna. For \$30 extra a radio chassis can be housed in TV cabinet which operates independently, using only the speaker in common with TV chassis. All models available with VHF only or with VHF-UHF.

TV Sets

Prices: From \$240 to \$370. With radio \$30 extra.



MAGNAVOX TX Sets

The Magnavox Co., Fort Wayne, 4, Ind.

Models: 4 new models have been added to Magnavox line—Magnarama 24, Telerama 141, New Yorker 151 and Video Theatre 152. Selling Features: Magnarama 24 features Magnatronic chassis and two 5½ in. speakers completely enclosed and concealed top controls; Chromatone picture filter in choice 3 decorator colors; blonde models with ebonized legs; cordovan and sand models with cordovan legs.

sand models with cordovan legs.
Telerama 141, 21-in. set in mahogany or oak case with mahogany picture frame; features include tone control: ton tuning

New Yorker 151, 21-in. top tuning Magnavox Manhattan model has no controls in front—controls concealed through sliding panel on top of case—in 3 Magnatex colors.

Video Theatre 152, a 21-in. deluxe Manhattan in mahogany, oak or cherry.

Prices: Magnarama, \$249.50; Telerama, from \$235. in mahogany; New Yorker, \$249.50; Video, from \$279.50 in oak.



G-E TV Sets

General Electric Co., Electronics Park, Syracuse, N. Y.

Models: G-E has added 8 basic "fill-in" models to its 1955 line of TV sets with variations in finish and features that bring the total offering to 17 sets.

Selling Features: Of the 17 models,

10 are Pacer models and 7 are Ultra-Vision models. 2 new chassis are used—7 sets feature a 9-tube "ultra-vision" chassis with 8 multi-purpose tubes and one crystal detector; equipped with newly-developed, self-focusing aluminized tube with 90 deg. sweep, dark safety glass, tone control; power switch in these 7 sets is located on tone control, permitting operator to adjust set to proper volume and turn on and off with disturbing volume.

4 Ultra-Vision sets have LO-Boy cabinet style, 2 with picture close to floor, 2 are open-faced consoles without bookcase, 1 with casters housed in base, the other has short tapered legs with furniture glides.

Remaining three consist of 2 conventional open-face consoles and a consolette with detachable tapered legs. Features included in these models include full power transformers, loudspeaker magnets; improved audio circuits; compensated negative feedback; LO-Boy sets have two 8-in. speakers, consolette and conventional consoles have one 10-in. speaker.

have one 10-in. speaker.
Pacer chassis uses 15 tubes, 6
17-in. have new chassis in new
"skin-tight" cabinetry; 6 have dark
safety glass and aluminized tubes.

Pacer chassis uses 15 tubes, 6 of which are multipurpose, plus a crystal detector and selenium rectifier; new 600 milliampere tubes, and a full power transformer reduce heat and prolong tube life; electrostatic picture tube; improved gun; new contrast control.

new contrast control.

4 Pacer sets—two 17-in. and two 21-in. table models have small cabinets with horizontal chassis. Two 21-in. table and four 21-in. openface consoles have new tube mask design projecting outside cabinet to provide wider viewing angle; control knob panel eliminated; secondary controls on back.

All models have 41 mc I.F.; aluminum voice coil loudspeakers; AGC; cabinet finishes in metal mahogany blond oak, blond Korina and blond oak.

Price: Pacers from \$129.95 to \$249.95. Ultra Vision from \$259.95 to \$369.95.



RCA-VICTOR TV Set

RCA-Victor Div., Radio Corp. of America, Camden, N. J.

Model: Highlander, No. 218516. Selling Features: 21-in. open-faced console; available in mahogany grained and limed oak finish. Price: \$259.95 in mahogany; \$269.-

95 in limed oak.



These basic qualities are now in greater demand than ever before

With the sweeping demand for greater beauty in household appliances, Porcelain Enamel has most to offer. Here is a finish that helps you sell-not only because it is so attractive when new, but also because it retains its original beauty and sparkle for life!

Heat doesn't discolor genuine Porcelain Enamel; household juices and acids don't leave permanent stains; knives or skillets don't scratch it; it doesn't rust and its colors never fade. Soil is easily removed with a damp cloth or soap and water.

Demonstrate these qualities of Porcelain Enameled appliances on your floor. Show your customers that Porcelain Enamel can help keep their appliances looking their best and giving best service always!

DO YOU HAVE THESE SALES HELPS ?

Demonstration

With this kit you can easily show how Porcelain Enamel resists fire, a cid, staining, scratching, shock.

Slide Film

Slide-film illustrations give clear, simple story of how the exclusive advantages of Porcelain Enamel "built-in."

"Selling Facts..."

A booklet of workable ideas that help you show specific advantages of Porcelain Enamel for each type of appliance.

'Prove For Yourself ..."

A novel folder that gives a quick pic-ture presentation of Porcelain Enam-

THIS LABEL identifies genuine Porcelain Enamel surfaces on appliances and other products.



This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N. W. Washington 6, D.C.

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N.W., Washington 6, D.C.

(Check items desire Please send me information about:

Please send me a free copy of:

Demonstration Kit

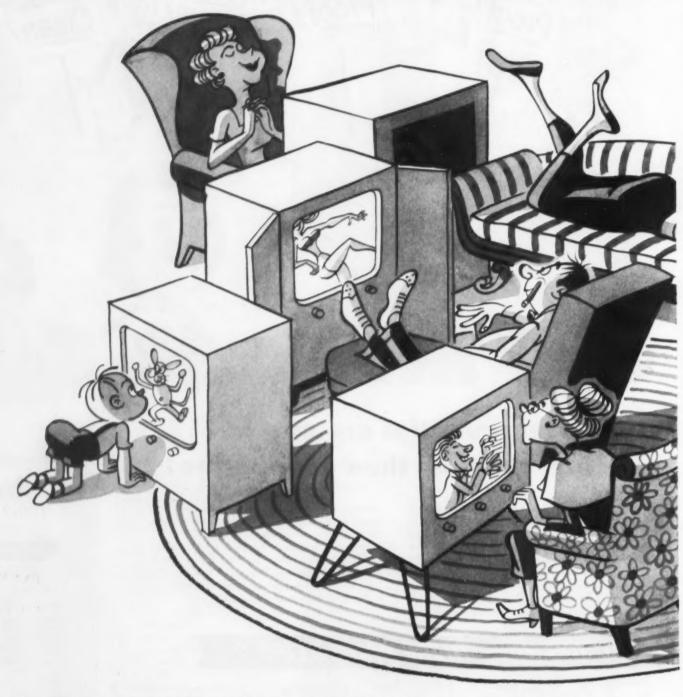
□ "Selling Facts about Porcelain Enamel"
□ "Prove for Yourself . . ." Booklet

Name Company.

Address

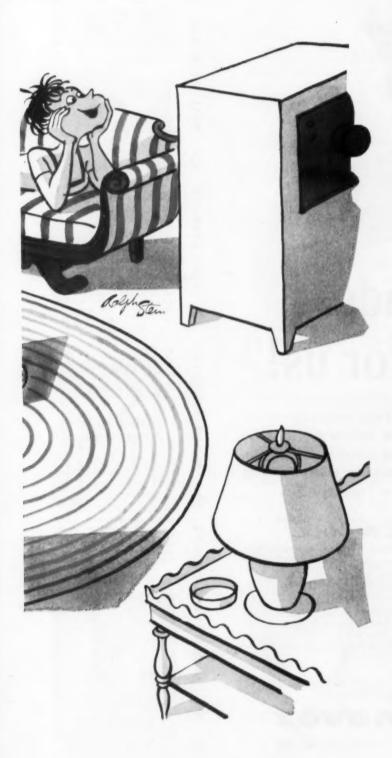
You can sell more of

-when it's "advertised in the Post"!



* Your best customers are Post readers * They pay more attention to Post advertising * They have more confidence in Post-advertised products * You sell them when you tell them "it's advertised in the Post."

anything



Appliance sales zoom



A new selling idea was born less than a year ago with the first city-wide "Electric Servants Fair" in Van Wert, Ohio. Sponsored by The Saturday Evening Post with the cooperation of the Ohio Power Co., it sent store traffic up 500%, major-appliance sales up 210%! Fairs held later in the year in Cambridge and Zanesville, Ohio,



were equally successful. Others are planned for this year. Whatever the field, The Saturday Evening Post does the most for retailers with merchandising that gets dollars-and-cents results. It pays to tie in with Post advertisers because, from cover to cover, people read and trust the Post more than any other weekly magazine.



-gets to

the heart of America

Another case history of the profitable Magnavox franchise!



"Magnavox has made money for us!"

THE MAGNAVOX FRANCHISE has given prestige to our store and real satisfaction to our L customers. But just as important, the Magnavox franchise has made money for us. No other line I know provides margins so high. We have no worry about inventory markdowns, either. Magnavox gives us a rebate guarantee to protect us in the event of any price reductions. We are convinced a dealer can make more money with Magnavox than any other line."



Dealers prefer Magnavox 9-to-1 over other brands as reported in a recent independent survey among multiple line dealers selling Magnavox.

Only the Magnavox franchise offers these profitable features

- 1. Margins are Highest—ample enough to give you a decent profit.
- The only TV-radio line with vigorous enforcement of price maintenance. No price cutting. No Discount-House competition.
- 3. Rebate Guarantee protects you against price
- Maximum apportunities for sales and profits.
 Magnavox sells through fewer than 2% of the nation's radio-TV dealers. There is no promiscu



There May Be a Franchise Available

There are a few good markets in which Magnavox does not have adequate representation. If you want to make money selling TV and High Fidelity write The Magnavox Company, Wayne 4, Indiana to determine whether there is a franchise available to you.

The magnificent





STEP-UP

FOR

FEATURES

MORE

OFFER

MAGNAVOX



HI FI Sound, 12" and 5" Speakers aluminized tube and optical filter, con-cealed controls, top tuning. MV 152 LC, Videe Theatre, limed aak or cherry, (VHF), \$289.50. Mahogany, \$279.50.



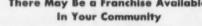
Revolutionary in Performance, style



Complete Mobility in TVI New mobile table set can be wheeled into any posi-tion, any room. Top tuning, omni-directional sound. Magnevision 21, MV121LC, complete with mobile table,



The Topper 17. Finest 17" table model made. 20 tube, full transformer-powered, 41 mgc. chassis with Magnavox. Cascade tuner, convenient top tuning, omni-directional sound. MV1171, (VHF),





THE MAGNAVOX COMPANY . FORT WAYNE 4 . INDIANA



REGENCY Transitor Radio

Regency, Div. Industrial Development Engineering Associates Inc., 7900 Pendleton Pike, Indianapolis, Ind.

Device: Regency transistor pocket radio No. TR-1.

Selling Features: Measures 3x5x1½ in. and weighs less than 12 oz.; powered by a single miniature battery; uses 4 transistors developed by Texas Instrument Co.,—one as a combination mixer-oscillator, 2 as intermediate-frequency amplifiers and one as an audio amplifier; germanium diode is employed as a detector. Other parts include a Jensen speaker; Radio Condenser tuning condenser; Vokar intermediate-frequency transformer; Chicago Telephone miniature, low-cost volume control; Centralab ceramic caracitor



WESTINGHOUSE Radios

Westinghouse Electric Co., TV-Radio Div., Metuchen, N. J.

Models: Westinghouse 1955 radio line includes a line of 4-tube miniature portables, 5-tube economy AM table radios; 3-way portables; a complete selection of clock-radios from the Economy clock series 420T5 to a Custom Calender series 486T5; and a line of radio-phono models.

Selling Features: Newest is the miniature "Peter Pan" model in several colors; weighs 2½ lbs. with batteries, measures 6½ x 4½ x 2½ in.; equipped with sub-miniature tubes and small long-lived batteries; brass handle becomes a stand-up base in use.



NEW PRODUCTS Hi-Fi Phonos

A radio-clock-calendar table model in 4 colors features a radio wake-up slumber switch, buzzer alarm, appliance outlet, calendar showing day and date, all-around cabinet; model also available without calendar.

A swivel-base Radasonic AM with 8-in. speaker, phono-jack and tone control, 6-tube a.c. only, is available in a variety of finishes.

A portable radio-phono built-into tan leatherette, carrying case has 3-speed record player that accomodates 10 or 12-in. records; a 45 rpm spindle; dual needles, full range speaker, tone control and automatic shut-offff are other features.

In addition a full selection of newly-syled radio-phono combinations includes the "Symphony Hall" hi-fi phono-full range radio and decor-matched 21-in. TV are available to fit any home or decor. Prices: "Peter Pan", \$34.95; portable radio-phone, \$99.95.



MOTOROLA Radio

Motorola Inc., 4545 W. Augusta Blvd., Chicago, 51, III.

Model: No 55A low-priced radio. Selling Features: Incorporates PLAcir chassis with plated circuitry—a copperplate bakelite panel with component parts soldered on it; features 4-tubes plus rectifier; a 4-in. round speaker in a bakelite cabinet 7 x 4½ x 5 in. in mahogany or ebony with grey knobs and in white with white knobs.

Price: \$14.95 for mahogany model; \$16.95 for other two.



RCA VICTOR Radios

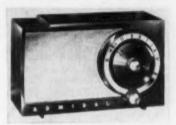
RCA-Victor Div., Radio Corp. of America, Camden, N. J.

Models: Livingston No. 6RF9 and Lindsay 6XF9 table radios.

Selling Features: Livingston, deluxe AM-FM radio features an 8-in. high efficiency speaker in a chassis with 8-tubes and one rectifier; mahogany wood cabinet, decorative legs; edge-illuminated dial. Lindsay, AM-FM radio, features

Lindsay, AM-FM radio, features 2 high-efficiency permanent magnetic electro-dynamic speakers; 8tubes plus 1 rectifier; phono jack for record player attachment; ebony plastic cabinet, gold finish trim.

Prices: Livingston, \$99.95; Lindsay, \$69.95



ADMIRAL Radio

Admiral Corp., 3800 Cortland St., Chicago 47, III.

Models: Admiral 5-tube a.c.-d.c. table radio.

Selling Features: Improved automatically-produced printed circuit; extra large 6-in. speaker in full-size enclosure, acoustically matched to cabinet for perfect balance of high and low tones; spread-band dial extends through a full 180 deg. arc; wide range from 535 to 1620 kc; built-in antenna; improved superhet avc; new CD bands 640 and 1240 kc included on tuning dial; available in mahogany (5T32), ivory, (5T33), beigle (55T34) and green (5T38); golden-mesh metal grille and golden dial.

Prices: Mahogany, \$24.95; balance, \$26.95



PILOT Portable Hi-Fi

Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y.

Model: Encore, PT 1010, hi-fi portable phono.

Selling Features: 8-watts push-pull; 6-tube a.c. amplifier with oversize power transformer; Garrard 3-speed record changer; G-E triple play variable reluctance magnetic cartridge; dual hi-fi speaker system; individual base and treble tone controls; multiposition record equalization switch; external speaker jack; radio input jack; self-mounting legs optional, \$4.95.

Price: \$149.50.



HOFFMAN Portable Radio

Hoffman Radio Corp., 3761 South Hill St., Los Angeles 7, Calif.

Model: Hoffman personal portable "Nugget."

Selling Features: Only 6½ in. long, 4 in. high; optional earphone attachment shuts off main speaker when in use, channels sound through 5-ft. extension for private listening; plastic case in 6 different colors.



RCA-VICTOR Player

RCA-Victor Div., Radio Corp. of America, Camden, N. J.

Device: New Slide-O-Matic 45 rpm record player attachment.

Selling Features: Record slides into a slot to reach concealed turntable; fully automatic attachment available in ebony (No. 6JM); black and gray, red and white, and 2-tone natural oak grain (6JM2).

Price: \$12.95



MAGNAVOX Hi-Fi Phono

The Magnavox Co., Ft. Wayne, 4, Ind.

Models: Magnasonic 210 console hi-fi phono.

Selling Feature: Has 10-watt pushpull amplifier; 12-in. low frequency speaker and 5-in. hi fi speaker; equipped with standard Magnavox 3-speed automatic record changer with dual sapphire stylii; mounted in console cabinet with lift lid in russet or blond finish full audible frequency range response.

Price: \$149.50 complete.

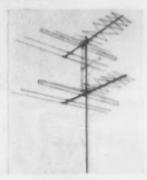


MAGNAVOX Speaker Base

Magnavex, Inc., Fort Wayne, Ind.

Device: Magnavox Duosonic speaker base No. K121, for table TV sets. Selling Features: Base has two 8-in. hi-fi type front mounted speakers with extra heavy magnets; cabinet base designed to combine with Magnavox MV121L and LC to make a 21-in. consolette; available in Magnatex decorator colors of Cordovan, blond or Charcoal; also equipped with wrought iron or tapered wood legs.

Price: \$20.



JFD Antennas

JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn, 4, N. Y.

Models: Fireball and Star-Helix Rainbow antennas.

Selling Features: Fireball a 5-ft. aluminum antenna available in single bay (FB500) and stacked (FB500S) is an inline, broad-band antenna for deep fringe VHF-UHF; no screws or bolts required-elements snap into Hi-Tension brackets for permalocked position; reversephase multiplex dipole system permits dual band operation of all elements for channels 2 through 13; wide-spaced booster and parasitic elements assure maximum signal pickup on all channels; oversized folded dipole cuts interference and multiplies signal strength; high directivity 11.5 db gain and front-to-back and front-to-side signal rejection.

Star-Helix Rainbow has flat plane microwave type helical section composed of non-linear additive collectors; new Hi-Plex folded dipole design transforms low band collector into 3 half-wave length antennas that develop high in-phase current on the high band; on low band, full-size low-band half-wave folded dipole achieves maximum in-phase current on channels 2 to 6.

Out-of-phase voltage of the center section of folded dipole is

NEW PRODUCTS TV Accessories

minimized and isolated from other high band dipoles by blocking action of 2 anterior high band phasing elements; special phasing harness feeds channel 7 to 13 energy produced by plane helix into Hi-Plex collector; for fidelity color this model has flat gain across the TV spectrum, uniform high signal to noise ratio, narrow beam width and close 300 ohm impedance match; has up to 25 db front-to-back ratio, and eliminates co-channel and adjacent channel interference; preassembled, the elements flip into place. New hi-tension brackets lock them permanently into place without tools or screws. Both models of aluminum.

Prices: Fireball FEB500, \$14.95; FB500S, \$31.90; Star-Helix Rainbow, single bay \$25.50; stacked \$52.50.



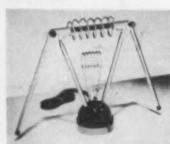
ALLIANCE Tenna Rator

Alliance Mfg. Co., Alliance, Ohio

Model: Alliance Tenna-Rotor No. K-22.

Selling Features: Manually-operated unit; fingertip control bar rotates antenna in one direction when pressed on one end and in opposite direction when pressed on other end; consists of a rotator unit enclosed in split diceast zinc housing and a streamlined control unit encased in modern plastic case; rotator unit is mounted on antenna mast and control box is placed on or adjacent to receiver, improved control head gives positive fingertip control; automate center disk signal light indicates when limit of travel in either direction is reached.

Price: \$24.95.



DELTA-Beam Antenna

K-G Electronics Corp., 2738 N. Sheffield, Chicago, 14, III.

Device: Delta-Beam all-channel indoor TV antenna 6A, with 6-position impedance switch. Features: Fingertip 6-position impedance switch matches antenna to receiver input and brings in picture and sound; adjustable dipoles and double coil; 9-in. high; works on all channels 2-83, VHF, UHF and FM in congested or fringe areas; gold with black finish gray, non-marring base.

Price: \$9.95.



SNYDER Push-Button Indoor Antenna

Snyder Mfg. Co., 316 S. 16th St., Philadelphia, Pa.

Device: Snyder 5D Directronic 8position push button indoor antenna.

Selling Features: Stands 17-in. high when collapsed; 4½ in. base; comprised of two 3-section staffs jutting out of both sides of base and one velvet-action dual phasing bar in center which can be raised or lowered with little effort; staffs extend 41-in.; by pressing only 3 buttons on grille base set will give a clear picture—orientation is electronic—no moving parts, motors.

Price: \$14.95.



JFD Filters and Arrestor

JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn, 4, N. Y.

Device: JFD interference filters and a lightning arrestor No. AT130.

Selling Features: Interference filter wave-traps TV interference caused by adjacent channel and 'spillover' signals; 2 models available: WT26 for channels 2 to 6, and WT713 for channels 7 to 13. Filter is fastened to rear of set.

Lightning arrestor AT130 for VHF-UHF can be used with 300 ohm VHF or UHF flat or tubular transmission line or open wire; patented saw-tooth washers assure permanent electric contact without striping of lead-in wires; weather-

proofed plastic case is easy to mount with built-in wood screw. Prices: Filters, \$4.50 each.



FLEMING TV Kit

Edward Fleming, Inc., Broad St., Westport, Conn.

Device: TV kit containing 2 headphones, patented extension wire reel with plug-in receptacles taking up to 4 headsets and simple unit for connecting reel wire to TV set makes it possible for TV sound to be heard only by those wearing headphones. Loudspeaker volume is available by unplugging reel wire from set.

Price: \$14.95 set complete.



Hi-Lo Antenna Corp., Chicago announces a new line of wrought iron TV stands: No. 700, 19 in. high with turntable, has expanding sidearms, roller placements on 16 in. centers to support sets; rubber feet. No. 710 stand with swivel, 19 in. high, 20-in. wide 16 in. deep. No. 720, fits practically any set; complete with arms, retails for \$11.95. No. 750, 18-in. high features rubber feet.



Crown Controls Co., announces a TV coupler that permits operation of two sets from one antenna. Coupling is by high efficiency induction and is designed for 200 ohm impedance match; measures 3½x1½x½ in., is moisture proof and easily installed inside or out.

Here's plenty of honey to make you Money

Here's proof of Nesco's leadership . . . an outstanding array of new products and proven money-makers to capture the fancy of

America's homemakers! They're all beauties! They're priced competitively! They're the RYTE line to sales and profits.

Yes, at Nesco . . . there's plenty of honey to make you money!

NEW Nesco COOKRYTE Electric SAUCE PAN

Your store will "buzz" with excitement when you introduce this New Nesco Electric Sauce Pan in the 2-quart size! Built just like the big Nesco Sauce Pan ... this little "honey" has all the de-luxe features such as CookRyte temperature guide on handle. Nescontrol dial for exact temperature settings, Silicone treated so food won't stick or burn, and water-sealed heating element. May be immersed up to the electric socket in tip of handle. Complete with card, cover and recipe book - Suggested Retail

Nesco FRYRYTE Electric DEEP FRYER

For customers who are quality-wise and budget-conscious! Here's the new NESCO Deep Fryer . . in 4-pint capacity . . . handsomely crafted in hammerloid finish with complementary trim. Self-draining deep-fry food basket is complete with safety-tool handle. Built-in thermostat dial keps temperatures server. Complete with safety-tool handle. tures proper. Complete with cord, cover and recipe book - - - Suggested Retail

NEW Nesco COOKRYTE Electric DOUBLE BOILER

There's nothing like it on the market! Same unit as the 2-quart Nesco Electric Sauce Pan . . . BUT . . , with the added feature of the polished aluminum inset. It, too, is Silicone treated. This unit is double stacked . . with buying appeal for customers. Complete with cord, cover and recipes - . Suggested Retail

SEE, STOCK and SELL

Customer Approved Electric Appliances by Nesco. Order from your Nesco Distributor.



© 1955 NESCO, EXECUTIVE OFFICES, MILWAUKEE 1, WIS.

You Are Always RYTE...with Nesco

ELECTRICAL MERCHANDISING-FEBRUARY, 1955

NESCO

NESCO ADVERTISING DOUBLED FOR '55

Nesco is doubling its schedule of national advertising
...week-after-week in Sunday newspaper magazine sections, "Parade" and "American Weekly"...plus "Good Housekeeping" to help you sell the complete

NESCO

PROFITABLE PROMOTIONS

New profitable promotions to stimulate sales of Nesco appliances in your store are being introduced regularly. These ideas are "honeys"! Be sure you get the money-making details from your Nesco dis-

NESCO

NEW RETAIL SALES HELPS

Even Nesco cartons are "Si-lent Salesmen". What's more there's a completely new line-up of direct mail, catalog pages, envelope stuffers and newspaper mats to help you sell the complete line.

NESCO

LEADING QUALITY LINE

Nesco is outstanding in the manufacture of best quality merchandise. First to produce an Electric Roaster . . . first in style and design of decorated and galvanized ware
...and first in the hearts
of America's homemakers!



New, big . . . holds 4-qts. Completely automatic, finished in polished mirror aluminum. Cord and recipe book included only \$34.95 retail.

with cord and recipe

Super Deluxe

For those who want

the best . . . this big 20-qt, fully automatic

Roast Ryte cooks everything. Complete with all the finest

features, With 5-pc

recipes . . . \$79.95.

cook set, cord and

. . \$24.95 retail.

10-cup capacity for all Gleaming chrome finish, Complete with cord, tea basket and recipes . . . \$29.95. With matching tray, sugar and creame

Electric Deep Fryer The "original with exclusive Nesco features such as automatic dial central. 'Drain-Lok", filter well. 4 or 6-pt. capacity. Priced from \$29.95.



Deluxe Electric

Automatic with all the features of the Super DeLuxe Roast Ryte except clock timer. 18-qt. capacity Complete with 5-pc. cook set, recipes and tord. Suggested retail price \$44.95.



Just right for parties and buffet service.

23/4-qt. sixe. Chrome finish, thermostat control. Complete with cord, cover and recipes. Suggested retail price \$20.95.



Big 6-qt, size with thermostat control and automatic signal light. Titanium enamel with aluminum cover, Complete with bake rack, cord and recipe book, Suggested price \$29.95.

FILTER-FLO

CLEANS and RE-CLEANS WASH WATER!



NEW FILTER-FLO WASHING SYSTEM

REMOVES LINT

Helps prevent duffing, discoloring lint film on clothes.

NEW FILTER-FLO WASHING SYSTEM

REMOVES SAND

Heavy grime settles out through the bottom of the basket. NEW FILTER-FLO WASHING SYSTEM

REMOVES SOAP SCUM

Soap scum floats out of washbasket away from clothes.

All this plus over 50% more clothes capacity than many other automatic washers!

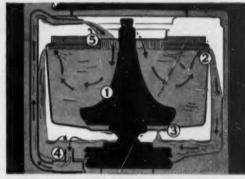
The G-E Washer offers over 50% more clothes capacity than many automatics. That means fewer split wash loads, more time saved! Water Saver Control for small in-between washes.

GENERAL ELECTRIC'S GREAT NEW AUTOMATIC WASHING SYSTEM

GENERAL ELECTRIC'S new Automatic with Filter-Flo Washing System is the basic washing improvement that women have waited for since the first automatic washer.

For just imagine the sales potential of a washer that takes the dirt out of the water

as you wash. The new G-E circulates and filters the water at the rate of 6 gallons a minute! As the water is pumped through the washbasket, sand settles out the bottom, soap scum floats away and lint is trapped in the filter you see here.



HERE'S HOW IT WORKS ...

- 1 Dirt loosens as clothes are individually dipped, flexed and cleansed by thorough G-E Activator Washing Action.
- 2 Floating lint and soap scum are carried away as washbasket continuously overflows into outer tub.
- 3 Heavy sand and silt drop out here.
- 4 Pump continually forces water up and through filter and (5) back into washbasket.

this dramatic, sales-making filter goes to work for you!

Never before was a washing feature so easy to demonstrate! It practically sells itself!

CUSTOMERS SEE lint filtered out right before their eyes. One test wash load will give visible proof of "filtered water washing."

CUSTOMERS UNDERSTAND easily how the circulation principle works! The filter fits on the Activator[®] top . . . slips off to empty lint-soil collection.

CUSTOMERS BUY because they're convinced right on your floor that this new kind of G-E Washer gets clothes cleaner and brighter!

THE NEWS IS OUT. The new G-E Filter-Flo Washer was announced starting December 29 in magazines, television, newspapers. And the announcement heralds a great barrage of sales-making advertising to follow all year.

THE TIME IS HERE. Now, with this great advancement, General Electric presents to the G-E Home Laundry retailer the greatest automatic-washer sales opportunity in all General Electric history.

DON'T WAIT. GET IN TOUCH WITH YOUR G-E DISTRIBUTOR SALES REPRESENTATIVE THIS VERY DAY.

General Electric Company, Appliance Park, Louisville 1, Kentucky

Progress Is Our Most Important Product





ELECTRIC



NEW Perfection gas ranges

priced to sell

UNDER\$200

with full mark-up!



FEATURE FACTS M624

- Huge illuminated oven has automatic heat control.
- "Tele-vue" window has easy-to-clean slide-out glass.
- · Automatic lighting for top burners.
- Smokeless Drop-door broiler; 4 broiling heights.
- Decorative top cap and trim strip; electric clock has gold bezel.
- · Cove lighting illuminates entire top.

All of these new 1955 Perfection gas ranges have two giant, two standard Harper "Onica" burners adjustable to any gas; stain-resistant titanium porcelain finish and flush-to-wall construction. LOW retail—GOOD margin.





HEATERS

FURNACES - HOME HEATERS - RANGES - AIR CONDITIONERS - WATER HEATERS

Perfection Stove Company, 7605-B Platt Ave., Cleveland 4, Ohio



STANDARD 30", M 614

Has most of deluxe features except that timer is manual; standard oven door; no oven lighting.



36" BUDGET SPECIAL

This sales promoter features a big familysize oven with automatic heat control; smokeless broiler; large storage compartment; lamp and timer optional.



20" TUCKAWAY

Space-saver design features big oven; smokeless broiler; lamp and timer optional. Under \$100.

ELECTRICAL APPLIANCE NEWS

TRADE REPORT



TED WEBER, JR.

NISTRE Educate

Who's the Villain in Color TV?

Interest in color hits new low at Chicago markets as producers show sets without fanfare

RCA attempts to spark new interest by reducing color tube prices from \$175 to \$100

General industry reaction: the 43 percent drop in tube costs may help —but probably not much



. THE BROADCASTER?



. THE MANUFACTURER?



. THE VIEWER?

A little-noticed melodrama at the recent Chicago markets could well be entitled "Who's the villain of color TV2"

Interest in color seemed to be at low-ebb in Chicago—in marked contrast to a year ago when the emergence of color was a top-rate conversation piece. This year—if color was mentioned at all—it was in the context: "Why hasn't color clicked?"

The broadcaster pointed the finger of blame at the manufacturer, the manufacturer pointed at the dealer, and the dealer pointed to the consumer. The customer, in turn, just pointed at the price tag—and shook his head.

This determined reluctance to buy took the edge off the enthusiasm and optimism which characterized color's debut. At Chicago, manufacturers' comments were clothed in caution.

RCA Excepted. The chief exception to this conservative scene is the Radio Corporation of America, which apparently plans to put color across single-handed if necessary.

At the markets, even RCA vice president Robert A. Seidel indicated that color wasn't progressing as fast as expected. He said 1955 set production will be around 200,000, with sales at 160,000. This is well under president Frank Folsom's September prediction of 350,000 sales for 1954-55.

In an obvious effort to spur this lagging industry interest, RCA has announced a 43 percent reduction in the price of its color tubes—from \$175 to

W. Walter Watts, RCA's executive vice president of electronic products, said the price drop represents "another major step initiated by RCA toward the establishment of a nation-wide color television service." He added that "RCA is confident that its present type 21-inch color tube is the best and most economical answer to the problem of moving color television 'off the ground' and into the market."

Watts concluded frankly, "It is RCA's hope that this substantial price reduction on color picture tubes will encourage competing manufacturers in the industry to go into production promptly in the field of color television."

Reaction. Initial industry thinking seemed to be that the RCA reduction will help, but prices will have to come down even further before a popular color set can be marketed.

Ross Siragusa, president of Admiral, commented, "Mass production of color television receivers at prices the public can afford will not be feasible until a color tube is available at approximately \$50 to \$60."

While RCA cut tube prices, it is retaining the \$895 price tag on its color set and the company claims that "current demand for these sets exceeds the supply." Some observers believe RCA will reduce its price when it shifts from its current 39-tube chassis to the 28-tube set. But other

sources say the present set price anticipated the new tube reduction and no further price cuts can be expected from RCA.

Using the \$100 tube, other manufacturers may be able to pare set prices down to the \$750 vicinity by fall. Few manufacturers saw the possibility of a \$500-\$600 set as a result of the RCA action.

The question now is: "Will color sell at \$700 when it didn't catch on at \$1000? A recent survey of Los Angeles, conducted by Woodbury college for Admiral, may provide a clue to this mystery.

The Los Angeles study revealed that one-third of the public would pay \$300 for a 21-inch color set, 27 percent said they'd pay \$400, and 23 percent would be willing to pay \$500. Only "a handful" are prepared to pay \$600 or more.

An important element in the Los Angeles survey, however, is the fact that only 13 percent of the public have seen color. (In the recent "Videotown" survey of New Brunswick, N. J., only 8 percent of the respondents had watched color.)

Enough Programs? This brings into sharp focus one of the key stumbling blocks to color sales—the lack of color programming. In most areas of the country, little or no color programming is available and even in New York and other key metropolitan areas, there are only a few hours a week.

Most people wouldn't buy a car if they still had to walk 95 percent of the time. And many dealers think the same principle applies to color television. The "luxury" element of color is not only in its high price, but in its limited use as well.

NBC's Pat Weaver, one of the prime movers in color TV, seems to think there is enough color to start the flow of sets. He thinks 1955 will be a year of "color parties" similar to the "TV parties" which started the ball rolling on Monochrome several years back.

(He adds that any set manufacturer who doesn't think there's enough color programming is welcome to help the situation by sponsoring a color show.)

Most observers agree, however, that more programming is a must. More shows and lower prices are the big pre-requisites for big-volume sales.

It is bound to come; the melodrama will end with the public happily embracing color TV, but it may take longer than first expected. The "Whenwill-people-buy?" mystery may run five acts instead of three.

FASCO-THE NEW, BIG-PROFIT FAN LINE!

THE NEW FASCO 2047
ELECTRICALLY REVERSIBLES



Push "IN" button to bring in outside air, "OUT" button reverses fan, removes stale indoor air.

PUSH-BUTTON CONTROL! 3 SPEEDS



A touch of a button controls direction of air flow and 3 fan speeds. Modern, easy, a great selling feature!



Equipped with carrying handle and

TASEO offers you a complete NEW line of Portables & Oscillators

NEW models—NEW styling—NEW performance in portables that can be used in windows . . . floor fans . . . oscillators . . . fans on wheels . . . pedestal fans . . . all quality built by FASCO, the famous name in fans! Here's a complete fan line you can sell with pride and profit. FASCO gives you a style and a price to please every customer, with deluxe models guaranteed 5 years. Make it a BIG year with FASCO!

Write TODAY for catalog and full information on the NEW FASCO line, Dept. 1225.



FASCO Model 167 16" Oscillator — 3 Speeds



FASCO Model 56 12" Floor Fan— 3 Speeds





FASCO Models 124 and 103 2" x 10" Oscillator



FASCO Model 1246 double mounted on accessory window bars



FASCO Model 169 16" Pedestol O

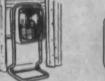


Accessory Swivel
Floor Stands available
for use with
all Portable Fans.



20" Portable Fan mounted in accessory window panel.

America's Outstanding Fan Buy



FASCO Model 2069 WheelaBreeze. FASCO Models 1246 and 1746 Portable Fans.

FASCO P

1225 Augusta Street Rochester 2, N. Y.

MARKETING



EXAMINING THE NEW Kelvinator "Foodarama" are NARDA president Harry B. Price, Jr., who has the nation's largest Kelvinator dealership, and Jinx Falkenburg, Kelvinator's saleslady on the CBS-TV "Danger" show. The "Foodarama" offers 16-cubic-feet of freezer and refrigerator space in an upright, side-by-side combination that occupies only nine square feet of floor space.

Kelvinator Key: Color!

The 1955 line of refrigerators, topped by the new Foodarama, comes in eight different colors, the widest choice yet offered by any manufacturer

"Colorful" is the word for Kelvinator's new refrigerator line. Taking the biggest plunge into color so far, Kelvinator is offering a choice of eight colors on refrigerators and ranges.

The colors available are harvest yellow, spring green, buttercup yellow, fern green, lagoon blue, dawn grey, sand beige and Bermuda pink. The choices can be had on five refrigerator models and three ranges. Prices for color run \$15 to \$20 additional.

Walter Jeffrey, manager of sales planning, explained that dealers will not have to stock all eight colors for showroom use. An illuminated color display center allows the customer to visualize how the colors would look.

"The homemaker is shown the actual enamel finish on a color panel of refrigerator steel more than nine inches square, rather than a printed approximation of the true color," Jeffrey said. "A transparent overlay of a kitchen scene is mounted on a viewing rack. As each steel color panel is inserted behind the overlay, the true colors show through on the range and the refrigerator and also on the wall-paper and window-drapes of the kitchen scene, to show how a kitchen will actually look in any of the eight new Kelvinator colors."

Kelvinator has adopted a separate production line technique so that the custom-colored appliances can be keyed to short runs based on orders, according to Jeffrey. This makes it possible to offer 30-day delivery on colored appliances, he said.

Kelvinator is using a single whiteand-gold interior that will harmonize with every exterior color.

The refrigerators range from the 16-cubic-foot "Foodarama" combination (pictured above) which sells for \$629.95 to the single door, manual

defrosting unit that sells for \$199.95. The top five, over-\$300 models are

available in color.

Sales Are Up. At the introduction of the refrigerator line, C. T. Lawson, executive vice president of American Motors Corp. in charge of the appliance division, commented on Kelvinator's sales success with other products in the new line.

"Orders on hand for new laundry equipment introduced last August, and 1955 electric ranges announced in October indicate that Kelvinator and Leonard sales will continue to outstrip industry gains during the months ahead," Lawson said.

"Kelvinator freezer sales have been running 30 percent ahead of last year, in the face of a sharp industry decrease from 1953 levels. Since Kelvinator introduced its 1955 automatic washer last August, sales of this product have moved 125 percent ahead of the same period a year ago. The 1955 Kelvi-

nator electric range sales to the field

have averaged 67 percent ahead of last year," he said.

Kelvinator also announced that arrangements have been completed to make Grand Rapids, Mich., the single national shipping center for all Kelvinator major appliances.

B. A. Chapman, vice president and general manager of the Kelvinator Division of American Motors Corp., said the move will enable dealers to order a variety of appliances in a single carload "at important carload savings."

They're in the Country

Only half of the nation's households are in small towns and the country but they own 77.6 percent of all the freezers in the U. S.

Conversely, although 20 percent of households are in cities of 500,000 or more, they own only 6.4 percent.

more, they own only 6.4 percent.
Those are among the figures compiled from Daniel Starch & Staff's Consumer Magazine Reports for Farm Journal. Inc.

The study shows 10.1 percent of all households own one or more freezers.

Scheduled Meetings HATIONAL ADEQUATE WIRING CONFERENCE

National Adequate Wiring Bureau La Salle Hotel, Chicago February 24-25

STEEL KITCHEN CABINET MFRS.

Quarterly Meeting New York March 9, 1955

PORCELAIN ENAMEL INSTITUTE

Pacific Coast Conference Biltmore Hotel, Los Angeles March 10-11

NATIONAL ELECTRICAL MFRS. ASSN.

Edgewater Beach Hotel, Chicago March 13-18

Union Drops Out

One of the country's most promotion-minded utilities is withdrawing from the retail sales and repair of electrical appliances.

Late last month Union Electric of St. Louis closed five retail stores and discontinued sale of appliances at all of its other offices. The company emphasized that there would be no change in its promotional program on behalf of dealers and distributors.

A Union Electric spokesman pointed out that dealers were doing an "excellent job" at this time and that the firm's merchandising operation represented only a small part of total appliance sales in the area. In addition, more and more customers are paying bills by mail or in person at local pay stations. This has resulted in fewer bills being paid at the suburban branch stores.

Ask for Statements

Requests for year-end statements have been mailed to three million business firms by Dun & Bradstreet.

In urging retailers to submit statements covering their business, officials of Dun & Bradstreet point out that once the statement has been mailed the first step toward establishing or maintaining a firm's credit standing had been taken. Information furnished in this manner is handled confidentally and is made available only to subscribers of D & B who agree to hold all information in strict confidence and to use it only as an aid in determining the advisability of granting credit or insurance.

Trained credit reporters use the statement as part of a credit report prepared on each firm. This report includes an analysis of the statement, information on the history of the business and a description of the business and the way it pays its bills.

In a letter accompanying the request for statements, D & B president J. Wilson Newman urged businessmen to write him "if you have a credit, sales or management problem on which we may be of help."

Spooning With Miss America



EIGHT 4-H cooking winners gather in Chicago to receive \$300 scholarships from Kelvinator. Miss America 1955, Lee Ann Meriwether, front right, receives a giant size sample of prize-winning cooking as Miss Koren Fladoes, Kelvinator Institute Director, seated left, watches. In center, rear row, is American Motors Vice President H. C. Doss.

Summer Salesmakers

Dearharn

makers of the famous

cool safety cabinet gas space heater

Dearborn's famous Cool Safety Cabinet gas space heater is your biggest winter profit-maker—
No. 1 in sales all over America. And, Dearborn's summer comfort-makers can be your biggest profit-makers, too.
They're loaded with features and they're loaded with quality. They're highly competitive in price . . high in performance . . high in looks. And when you carry the Dearborn line you carry Dearborn's reputation, best selling tool of all!



the new 1955 Thenchorn
Blower-Type Evaporative Cooler
Brand new — two big
blower-type models for high
volume sales—packed
with saleable features.

Dollar-Wise it's Dearborn for sales and profits the year round





SALES TRAINING will form the keystone of Ben Hur's new program, the group is told by sales production manager Bert Hinrichs at the showing of the company's 1955 line.



NEW CONCEPTS in selling will be used, sales manager Ed Jackson, left, tells president Henry Uihlein and two district managers at the recent Ben Hur sales managers' meeting in Milwaukee.

Ben Hur Hits Hard

A "new concept" in marketing will emphasize grass roots selling—including a free home management course for housewives—as Ben Hur pushes '55 line

"We're going to use a whole new concept of selling next year that is revolutionary in the food freezer business"

That's what sales manager Edgar F. Jackson told Ben Hur's 15 district sales managers gathered recently in Milwaukee for a preview of the 1955 line and marketing program.

Jackson thinks that the freezer in-

Jackson thinks that the freezer industry needs to rebuild its marketing and distribution structures from the

very bottom up. Starting with the manufacturer, he thinks it needs revamping all the way along the lineright to the kitchen of the freezer user.

Here are the highlights of his plans and recommendations:

Some distributors will be dropped, others added in a move to strengthen distributor level activities.

There will be no national conference of distributors. Instead, the dis-



Where can you find...better

customers than the farm families served by Successful Farming?
... In three years, 1951 to 1953, 4% built new houses,
and 82% remodeled or repaired their homes...47% bought new
furniture and 43% new furnishings for living rooms...16% new
furniture and 50% new furnishings for dining rooms.

They are a big market—1,300,000. And a rich appliance market—SF subscribers average just under \$10,000 cash income from farming alone. And a market equivalent to another national suburbia, in this one magazine! To reach the most and the best buying power among U.S. farmers...to balance national schedules where general media fail to penetrate deeply...you need Successful Farming! ...Call any SF office.



MEREDITH PUBLISHING COMPANY, Des Moines... offices in New York, Chicago, Detroit, Philadelphia, Cleveland, Atlanta, San Francisco and Los Angeles.

Your appliances



... when they have dependable

Redmond MOTORS

There's no doubt about it. It takes quality and performance to keep a product sold. And dealers and distributors have learned through experience that appliances equipped with Redmond motors stay sold.

That's because the long-life and trouble-free operation of these motors assures customer satisfaction, a most important factor in keeping the product . . . and the customer sold.

Appliances that are Redmond equipped give the customer the important benefits of 25 years of progressive electrical engineering and precision manufacturing—25 years in which 50,000,000 Redmond motors have been produced, setting a pattern of public acceptance based on dependable performance. Result: greater customer confidence, and a minimum of service calls. So, to assure customer satisfaction . . . look to Redmond, and keep customers looking your way.

The Standard of Dependability



Western Aren Office: 1260 So. Boyle Ave., Los Angeles, Calit.

trict men will hold meetings with distributors in their areas.

Ben Hur will concentrate on sales training at distributor level. Distributors will be expected to, in turn, train dealers with support from factory men.

Within a few weeks, distributors will be supplied with prints of a sound-slide film to use in educating dealers. Factory men and home economist department will back them

A greatly stepped-up sales incentive program will stimulate distributors.

Under the direction of home economist Martha Kimball, a free home management course will be given each

housewife who buys a Ben Hur freezer. Miss Kimball will train distributor personnel who will direct dealers in use of the course. Jackson says too little emphasis has been given this phase of frozen food use in the past.

This year, the company will sharply increase its use of national and local newspaper, radio and television advertising. Dealer advertising will be co-opped with emphasis on TV spots.

The company also announced that, in keeping with continuing demands, it will offer five models for private brand labeling. These will be channeled through other than the regular Ben Hur distributors.



GLASS linings and table top models loom big in the White water heater line this year, vice-president A. D. Vining tells midwest distributors at Chicago.

Water Heaters Warm Up

White Products Co. sets its sights on a 25 percent increase in business, offers vacation and merchandise prizes to salesmen and dealers

Holidays in Nassau or Havana are incentive prizes to distributor salesmen and division managers who cooperate to push sales of White water heaters in 1955. Merchandise awards are to be given to dealers. A 25 percent increase in business is looked for.

A traveling circus of executives from White Products Co., Middleville, Michigan, has just concluded a flying trip about the United States to introduce the new 1955 line of water heaters. Leading number is a table top model in 30, 40 and 50 gallon sizes, featuring a glass lined tank. All together there are 84 models in the complete White gas and electric line.

A. D. Vining, vice president of sales, pointed out at the Chicago meeting December 15, that 3,070,300 water heaters were sold in the United States in 1953, at a retail of \$300 million. Plumbing and heating firms did 57.7 percent of the gas business, appliance

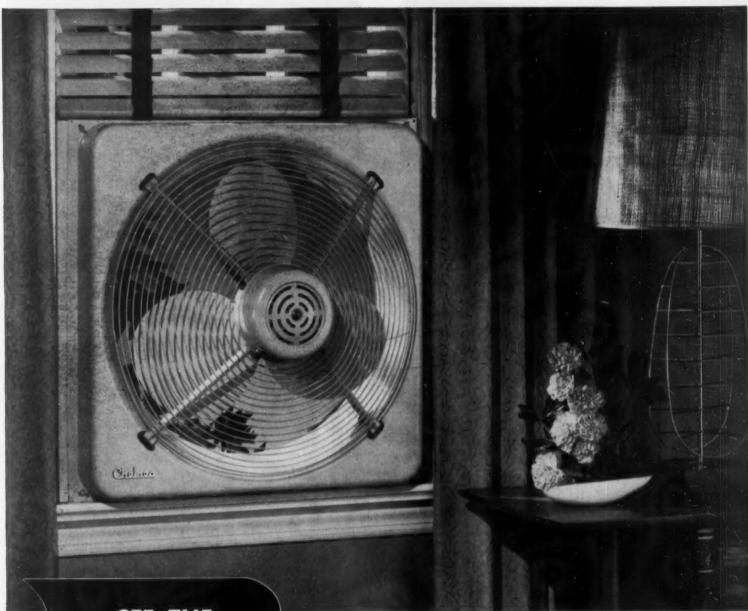
stores 4.5 percent. On electrics, appliance people got 25.5 percent of the business. The water heater business for that year was 69.2 percent gas, 25.3 electric. Of the nation's wired homes, 14 percent have water heated electrically. 40 percent use gas.

In Chicago in 1953, 11,000 electric

In Chicago in 1953, 11,000 electric water heaters were sold, 110,000 gas. In Cincinnati 5,700 electrics were moved, 12,000 gas. Indianapolis saw 4,200 electrics, 17,000 gas. Minneapolis 5,200 electrics, 29,000 gas. There is a 10 percent replacement of water heaters yearly, and it is estimated that 21 million are in use nationally, Mr. Vining stated.

Six meetings have been held nation-

Six meetings have been held nationally by the White Products Company executives, with President Robert A. Lareau, A. D. Vining, vice president of sales, and Vincent J. Anderson, advertising and sales promotion, flying to most of them.



SEE THE NEW...1955 CHELSEA

WINDOW FANS

4 Models...

... 6 Sizes



STYLED AND PRICED FOR FAST SALES!

Completely re-styled for '55... Beautiful, modern in design and finished to grace any home... Every operating feature that buyers insist on... A complete line, priced to fit any budget—at a profit to you!

| 12 INCH, TWO SPEED EXHAUST FAN | CAT. NO. | ADJ. WIDTH | HEIGHT | DEPTH | PRICE | WM12 | 22%".29" | 16%" | 8%" | \$37.95

20" ROLL-A-BOUT PEDESTAL TYPE FAN
ADJUSTABLE HEIGHT
CAT. NO. (From Top to Fan Guerd) SHIP, WT. PRICE
PTR20 47" to 70" 37% lbs. \$49.95

COMPLETE PROMOTION PACKAGE!

Displays, streamers, stands, fullcolor literature and mailing pieces, mats—everything you need for a hard-hitting sales job! ELECTRICALLY REVERSIBLE \$4650

CHELSEA FAN & BLOWER CO., INC.

PLAINFIELD, NEW JERSEY

MANUFACTURERS OF HOME COOLING AND INDUSTRIAL VENTILATING EQUIPMENT

FAST TURNOVER!

with . . . Handybreeze new models, new lower prices for increased sales in 1955



NEW-20" CABINET Window Fan

A powerful window fan; or a handy portable unit! Modern cabinet in beach white and teal blue. 2-speed fan is electrically reversible for intake or exhaust. Safety grill. Extends 27½" to 40". AC. UL. Cat. No. 3397, list: \$69.95.



NEW-10" TWIN Window Fan '

Newest idea for efficient ventilation! Reversible for exhaust or intake. For floor use, too. Fans operate independently. Beach white and teal blue. Extends 27½" to 40". A.C. UL. Cat. No. 3390, list: \$34.95.



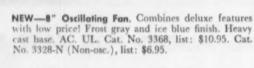
12"DUO-VENT Window Fan

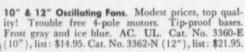
Reversible for intake or exhaust use. Fits all windows. Extends $27\frac{1}{2}$ " to 40". Metallescent gray frame, polished blades. Spiral safety guard. AC. UL. Cat. No. 3393, list: \$27.95.



NEW-Big 20" Deluxe Window Fan

Now electrically reversible 2-speed fan for intake or exhaust! Heavy duty for office, home or commercial use. Safety guard inside, auxiliary guard outside. AC. UL. Cat. No. 3396, list: \$59.95. 20" exhaust: Cat. No. 3395, list: \$49.95.







12" SAFE-T-GUARD Fon

Close spiral guard is absolutely safe! Protects children and pets from accident or injury. Oscillating. Tip-proof. Powerful 2-speed 4-pole motor. Frost gray and ice blue. AC. UL. Cat. No. 3392, list: \$27.95.

Handybreeze · / ILEX

Enter the NEMA window display contest!





FOLD-UP SURFACE cooking units are built-in range field. This 30-inch cooking section has two heating units, are six inches and one eight. The built-in wall oven on the left has twin doors and when one is opened, the other opens with it.



"PICTURE WINDOW" vegetable Hydrator which swings down out of the door in one of the unique inovations in the 1955 Frigidaire refrigerator lines. This 11.5-cubic-foot refrigerator-freezer combination holds 66 pounds of frozen foods and comes in a choice of yellow, green or white.

New Lines, New Models

Frigidaire introduces its new 1955 line-up—some 30 different models; Stratford yellow and Sherwood green are the featured colors

Frigidaire opened its bid for the 1955 appliance market last month with 30 new models, including 13 refrigerators, 11 electric ranges, two upright food freezers and four room air conditioners.

A revolutionary built-in cooking unit was introduced last month also and Frigidaire earlier announced its four 1955 dishwashers, the automatic washers, dryers, and a food waste dis-

Most top models of the new ranges and refrigerators are available

in Stratford yellow and Sherwood green for an additional charge of approximately \$10.

The refrigerators range in size from a compact four-cubic-foot under-the-counter model to an extra-large 15-cubic foot refrigerator-freezer combination with two vertical doors. Two of the new refrigerator-freezer combinations have the "picture window" Hydrator in the door.

Frigidaire experts say that the average home now uses about seven times as much frozen food as in 1946 and

freezer sizes have been scaled upwards accordingly. The refrigerators range in price from \$181.95 to \$649.50 and freezers are priced from \$349.95 to

Range Choice. Top models in the range line are equipped with a new "Heat-Minder" thermostatic control unit that automatically maintains exact cooking temperature. Also available is a high-speed unit that reaches full heat in a matter of seconds and then automatically switches to the selected cooking heat. Forty, 30 and 21-inch ranges are produced and prices run from \$161.95 to \$479.95.

The new built-in stainless steel cooking equipment featured a 30-inch fold-back surface cooking section with two heating units and a 17-inch wall oven with two vertical twin doors. The wall oven will sell for \$182.95 and the fold-back surface unit is priced at \$86.

Sales manager H. F. Lehman commented that sales of built-in equip-ment doubled in 1954 and "We are predicting that industry sales of these units will double again in 1955.

Four room air conditioners were also introduced by Mason M. Roberts, General Motors vice president and general manager of Frigidaire.

"The new line is the most com-plete and flexible in our 26 year history of producing room air conditioners," Roberts said.

The units offer a one-third and onehalf horsepower conditioner for casement windows and three-quarter and one horsepower standard-size models. Price on the units range from \$292.95

Marketing Briefs

• The first 25 retail salesmen in each of Carrier's four regions to sell 25 1955 Carrier room air conditioners will be given a 1 hp. room air conditioner free of charge.

- Tracy Mfg. Co. has announced a cooperative ad program on its sinks and cabinets. Funds provided by Tracy for advertising will be over and above monies set aside by distributors.
- A 20 page booklet showing the "professional way to plan with color" has been released by Capitol Kitchens. It features original kitchen layouts and floor plans.
- Trips to Hawaii and 80 merchandise prizes will go to winners in a window display contest being run by Du Mont's television receiver division. A complete window and store display kit has been made available to assist dealers in tieing in with an ad scheduled to appear in Life on February 14.
- Deepfreeze is offering a utility table with freezer packaging materials and a food blancher as a premium for customers as well as for store demonstration and display. The unit is valued at over \$35 and is available for \$10.
- A "use-tested" tag describing prod-uct features which have been tested by McCall's magazine is now available to appliance advertisers. Tag tells consumers that "we used it and we like it."
- A new sales promotion guide has been prepared by the Moto-Mower Co. to present the firm's 1955 sales and advertising program to dealers. The 16-page booklet outlines all phases of the promotional program.
- Prices of eight 1955 room air conditioners have been raised \$20 by the Mitchell Mfg. Co. The increase gives Mitchell "the longest mark-up and largest margin" of any brand on the market today, a company official said.
- The Airtemp division of Chrysler Corp. has reduced prices from \$30 to \$100 on its '55 air conditioners.

At Chicago



AMONG THE visitors to this year's Chicago markets was Willie Mae Rogers of Good Housekeeping, seen here discussing new product developments with John H. Ashbaugh, vice president, electric appliance division, Westinghouse.

INSURED PROFITS!

Certified Stock Insurance Plan to protect your investment

DEALER DOUBLES HIS SALES IN ONE YEAR! DISTRIBUTOR'S SALES ARE TRIPLED IN 1954!

Handybreeze Certified Stock Insurance in 1954 paved the way to a new all-time high in Handybreeze fan sales for Rose, Kimball & Baxter, Inc., distributors in Elmira and Syracuse, N. Y.

Early Buying Pays Off! According to C. C. Swarthout, electrical division buyer, their 1954 sales volume was over 3 times greater than in 1953 — due to increased use of the Certified Stock Insurance plan.

Because of early buying in quantity, RK&B were able to secure stock insurance to cover the greater part of their

dealers' fan purchases.
A typical retailer participating in the plan was the appliance division of Corn-

ing Building Co., Corning, N. Y.

Herbert L. Decker, Corning's appliance buyer, reported that their dollar volume in Handybreeze fans more than doubled in 1954.

Dealer and Distributor Protected

Corning's opening order for 1954 was substantially the same as in 1953. But re-orders brought the total up to twice that of the previous year.

Less than 5% of their fans were returned for full credit, despite a poor selling season after July — and they got a bonus credit of 10% against all unused stock insurance certificates.

Handybreeze a "Must"!

Mr. Decker said ".. stock insurance makes Handybreeze fans a must"! Since

basic inventory is insured, a dealer can buy with confidence — maintaining a full stock of fans to cash in on consumer demand when it occurs! Real volume selling and merchandising can be planned and carried out because weather risk is virtually eliminated!

1. Insures Basic Stock! Order now to profit from Handybreeze stock insurance. You are entitled to a Certificate for 50% of the dollar value on all pre-season orders of Handybreeze fans.

2. No Weather Worry! Re-order on Handybreeze fans as you sell! You can do this with confidence because your basic stock is insured.

3. Full Credit on Returns! At the end of the reason you may return any Handybreeze fans remaining in your stock for full credit — up to the full dollar value of your stock insurance certificates.

10% Bonus Credit! You may also get an outright merchandise credit
of 10% of the face value of any unused insurance certificates.



uyer, Rose, Kimball & Baxter L. Decker, Buyer, Appliance Corning Building Co.; and Simpson, RK&B salesman.



BE FIRST WITH



STYLINE KITCHENS

Quality?...smooth rounded and reinforced construction, easy glide deep drawers...doors with spring loaded hinges for positive closing are only part of the story.

Style? Speaks for itself . . . graceful contours, recessed handles, Unitized assembly of standard units gives that look of custom luxury.

Value? With Beauty Queen you can demonstrate more value, more features regardless of other's price... and customers are demanding quality values today!

Here is the complete kitchen line you'll be proud to sell . . . the quality line that makes selling both a pleasure and more profitable!

Write or wire today for information on how to get bigger kitchen sales and profits.





TOLEDO DESK & FIXTURE CORPORATION 210 FORD RD., MAUMEE, OHIO

Appliances: A Bull Market

Major firms look forward to general gains over 1954 with "sharp increases" expected on some lines; industry should sell a million more units in 1955

First of the year forecasts by appliance manufacturers have one note in common—they're all optimistic.

A year-end statement by NEMA says an over-all increase of better than five percent is expected during 1955. And executives of Frigidaire, Norge, Philco and Crosley-Bendix echo this optimism.

NEMA's Outlook. Appliance business fell off 10 percent from 1953's high levels during 1954, the NEMA report says. But an over-all gain is predicted for 1955 with "sharp increases" in dishwashers, food waste disposers, automatic washers and dryers, dehumidifiers and custom-built ranges. Other predictions include: 3.5 million refrigerators, almost a million freezers, 1.25 million ranges, over 800,000 water heaters, over a million air conditioners and almost 2.5 million automatic washers.

Crosley-Bendix. Speaking at a Merchandise Mart press conference last month, Avco vice-president Parker Ericksen said that a million more major appliances will be sold this year than last. A 30 percent gain in dryer output and a 21 percent gain for room air conditioners was forecast.

Philco. Speaking to a distributor convention in Atlantic City last month, president James H. Carmine predicted a "general increase" for

major appliance sales during 1955 and he said that Philco itself expected a 15 percent gain.

Frigidaire. Addressing a three-day sales conference in mid-December, H. F. Lehman, general sales manager for Frigidaire, predicted that industry sales would be 10 percent greater in 1955 than they were during the year just ended.

Norge. Dryer sales will pass the million mark for the first time in 1955, Norge president Jud Sayre said in mid-December. This boom in dryers plus record sales of automatic washers and built-in ranges will boost 1955 appliance sales a million units beyond the 1954 level. Other predictions by Sayre included: sale of 2.725 million automatic washers, substantial sales of built-in ranges which, he said, now account for one-sixth of sales in new homes and kitchen remodeling, sale of a million conventional washers, refrigerator sales near the 1953 level, and a gain of at least 80,000 electric ranges.

Kelvinator. At the recent showing of its new line, a Kelvinator executive commented, "While competitive conditions throughout the industry will remain vigorous throughout the year ahead, we feel appliance sales on the whole will be somewhat better than in 1954."

'54 Final: Fine!

Although it had a faltering start, 1954 finished with a record-setting pace, according to random comments of appliance manufacturers

The year started slow, but according to many manufacturers last month, that final quarter of 1954 was a record-breaker.

Westinghouse, for instance, reported that sales of automatic washers and dryers hit an all-time high in December. J. J. Anderson, laundry equipment manager, said sales were "approximately 30 percent higher than the next highest month in our laundry equipment sales history." That was in 1950.

Another washer producer, the Hamilton Manufacturing Co., also reported that all previous records "were broken by 1954 fourth quarter sales." R. G. Halvorsen, vice president, said "With two full weeks remaining in December we are already 15 percent ahead of the same 1953 period and more than double that over 1952 sales."

In television, too, a record-shattering December was reported. Admiral for instance, reported that distributor to dealer sales in December were the highest in its history. W. C. Johnson, vice president-sales, added that "dealer inventories are in excellent shape and we are looking forward to establishing a new record in first quarter TV sales in 1955."

The highs were found in many other segments of the industry; for example, C. T. Lawson, executive-vice president of American Motors, said "Kelvinator major appliance sales for the last three months averaged about 26 percent higher than the same period last year."

Even in air conditioners, Bernard A. Mitchell, president of the Mitchell' Manufacturing Co., reported that "inspite of adverse weather conditions coupled with price-cutting, air conditioner dealers made more money in 1954 than ever before. This is due to the fact that sales bounced to a new high—25 percent higher than ever before in the history of the industry."



CHECK SERVELS PROFIT-LOADED LINE

OF ROOM AIR CONDITIONERS!

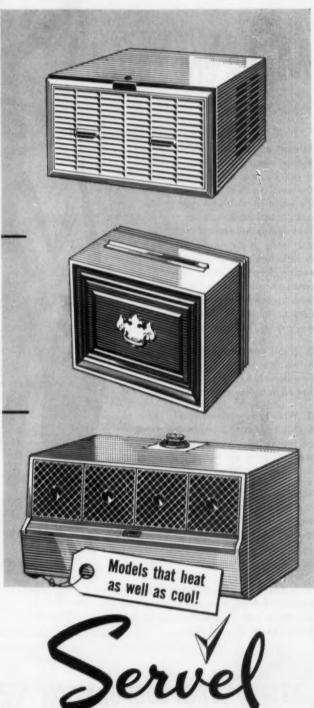
Soon your Servel Distributor will have great news for you profit news that you've been waiting to hear! Check with him now . . . in planning your share of room cooler sales in the big '55 market coming up! There's a brand new price structure! New retail-minded heavy promotion . . . plus Servel's "Big 3 Market" story in air conditioner sales!

> **BUDGET-PRICED MARKET:** Your best budget buy! Full 3/4 H.P. at the fastest-turnover price you ever had! Features your prospects will be looking for! Extends only 5 inches into room! Priced to give you big profit on every sale!

CASEMENT WINDOW MARKET: Fits casement windows with no installation extras! No window remodeling! You give your customers a choice of powerful 1/3 or 1/2 H.P. models with the easiest pull-out controls you've ever seen! Ventilates . . . cools and ventilates ... or adjusts to full cooling! Means thousands of new prospects for you!

DELUXE MARKET: Competitively priced deluxe models for the thousands who'll be looking for the finest in function and beauty at a popular price! Powerful 3/4 and 1 H.P. sizes available with single dial control and all the features that excite prospects! Available in models that heat as well as cool! So easy to sell up to ... you'll be glad you talked with Servel!

You're bound to do better with SERVEL! Check with your distributor today!



REFRIGERATION and AIR CONDITIONING

SERVEL Inc., Evansville 20, Indiana • In Canada, SERVEL (Canada) Ltd., 548 King St. W., Toronto, Ontario



Q. Is this metal solid aluminum?
A. No. It is steel coated with aluminum by a patented method. It is actually dipped in molten aluminum.

Q. What are its advantages?
A. The steel core provides the strength—the two metals together resist combined heat and corrosion better than either metal alone.

Q. What about heat reflection?

A. Armco ALUMINIZED STEEL has a high degree of heat reflectivity. It will turn back approximately 80 per cent of the radiant heat thrown against it—an important reason for using ALUMINIZED in many appliances.

Make a note of these selling points of Armco
ALUMINIZED STEEL. They will help you sell
appliances that have parts made of this
Armco Special-Purpose Steel.

ARMCO STEEL CORPORATION

815 CURTIS STREET, MIDDLETOWN, OHIO



SHEFFIELD STEEL DIVISION - ARMCO DRAINAGE & METAL PRODUCTS, INC. - THE ARMCO INTERNATIONAL CORPORATION



BUILT-IN features of the new Sub-Zero line are explained by chief engineer Bob Kelly at the company's Madison, Wisconsin, dealer-distributor convention. L. C. (Bud) Bakke, production manager, seated, emphasized better sales training to the group.



PRESIDENT W. F. BAKKE, left, comments on 1955 plans to Memphis distributor David Waggoner. 1954 sales were up 25 percent, according to the executive, and the future looks bright for the coming year.

Built-ins Are the Trend

So thinks the Sub-Zero Company of Madison, Wis.; they're offering built-in upright freezers and refrigerators in the new 1955 line

Highspot in the 1955 Sub-Zero line is built-in refrigerators and freezers.

At a recent distributor-dealer meeting in Madison, Wisconsin, built-in twin units were shown; one in traditional white porcelain finish, the other in gleaming stainless steel.

Sub-Zero president W. F. Bakke thinks the units answer the demands of new trends toward more built-in kitchen appliances. Styling, said he, can conform to individual demands and color possibilities are limitless. In most cases, the compressors of the built-ins will be placed in another room—probably a utility room or the basement.

Reporting on the year just passed, Bakke told the group that Sub-Zero sales ran contrary to the industry trend. "While the industry, generally speaking, reports sales down," said he, "our sales are up about 25 percent.

"One reason for this is that we are a small company. This is the day for the small manufacturer. We don't



There must be an easier way! And this is the cleaner that will prove it

There is no easier way than the G-E way to bite into some sure, fast profits in the retail cleaner business. Now, for the first time, you know exactly where you stand. Here is a program that's based on a Fair Trade price and a protected profit! THE NEW G-E ROLL-AROUND CLEANER IS NATIONALLY ADVERTISED AND FAIR TRADED AT ONLY \$69.95 COMPLETE!

You get more

An easy-to-sell demand product. General Electric's new Roll-around cleaner is the hottest thing on wheelsgood-looking, too!

A full markup on every sale. The new G-E Cleaner is nationally advertised and Fair Traded at \$69.95!

A really clean deal. You keep all of your profits-no trade-ins, no tie-ins!

Powerful national advertising support. More local advertising support, too-and over 180 million "in-home" demonstrations on big-time network TV!

Your customers get more

New "Roll-easy" cleaning. G.E.'s proud successor to famous G-E "Reach-easy" cleaning—at a new retail list price \$20 lower!

An all-purpose cleaner. The ultimate in whole-house cleaning. It rolls easy . . . cleans easy . . . stores easy!

Famous 2-in-1 cleaning unit. This famous General Electric attachment lets you clean both rugs and floors without changing attachments!

"Non-tiring" attachments. A complete set with caddy! There's an attachment for every cleaning purpose. It's truly an "electric housekeeper"!

Progress Is Our Most Important Product

GENERAL 🍪 ELECTRIC





Again in '55 - the local dealer program behind Cummins Power Tools will be in high gear. Here's your opportunity to ride along with the winner-to increase your traffic and profits with the famous top-

> quality power tools do-it-yourselfers are demanding. Get Cummins Power Tools - the spectacular value line backed by advertising aimed right at your customers and prospects right in your own community.



QUALITY PRODUCTS OF

MANUFACTURING CO.

3055 N. LYDELL AVE., MILWAUKEE 17, WISCONSIN CUMMINS IN CANADA: 334 LAUDER AVE., TORONTO 10

GET THE FACTS - MAIL COUPON TODAY!

John Oster Manufacturing Co., 3055 N. Lydell Avo., Milwaukee 17, Wis. Gentlemen: Please rush complete details on the big 1955 Cummins Power Tools Program, and name of

Name		
Address		
City	 State	

insist that our distributors and dealers carry heavy inventories and for that reason alone our products are attractive to them.

Dealer's Place. Although Sub-Zero wants, and says it needs, appliance dealers to handle its line, like most other freezer makers it counts heavily on freezer-food plans. The built-in line will probably be sold mostly through builders and contractors.

Sales manager Al Rose told his au-dience that he believed most of the shady freezer-food plan operators have been cleaned up but that extreme vigilance is needed to keep them from cropping up again.

He issued a warning to avoid "one-shot" food supplying. "If the cus-tomer can't get food easily and to her satisfaction after the original supply is exhausted," he declared, "the worst kind of publicity is created."

Slow Burn



HERE'S A MAN with a "slow burn" for his toast, his eggs, his coffee and himself. "His house is inadequately wired," Kennecott Copper Corp. advises in its latest promotion

Who'll Sell Appliances?

That's one of the basic questions Westinghouse hopes to answer by means of a survey aimed at finding the "most effective retail distribution pattern"

What's the best approach to the problem of retailing major appliances?

That's the type of information which Westinghouse's electric appliance division hopes to uncover in a study now being conducted under its auspices by Marketing Service Co., a division of Dun & Bradstreet.

The study will determine "the most effective retail distribution pattern and the best method of moving appliances in each market," vice-president John H. Ashbaugh said. He pointed out that three years ago the firm undertook a survey in 75 markets to determine the long range economic growth in each of these investments. The present survey is a second phase of the research program which began at that time.

To be studied are the following points:

(1) location of retail outlets

the shopping area served by outlets

growth potentials of the respecting shopping areas
(4) policies of retailers as to service,

promotion, advertising and trade-ins

buying habits of consumers in the respective shopping areas

(6) long range expansion plans of the retailers

The study will be essentially a factory operation but results will be made available to distributors and they can decide whether or not they want to adopt any of the recommended distribution policies.

Happy Hotpoint Goes West



NEW SYMBOL for company is introduced to distributors Roy Gimberlin of Graybar and H. C. Gerster of GESCO during sales meeting in San Francisco. At left is Hotpoint vice-president J. F. McDaniel. At right is Howard Scaife, Hotpoint sales

YOUR

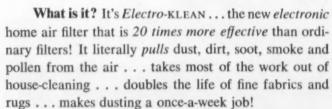
GREATEST

SELLING

OPPORTUNITY

SINCE

AIR-CONDITIONING!



Electro-KLEAN air is destined to an increasingly important role in home planning during the next few years. Make sure you are in on the ground floor . . . be ready to cash in on the swelling demand for super-clean air in the home!

Who's a prospect? To begin with, just about every home-owner in America . . . every woman who wants to cut down her housework . . . every man who wants to save money on cleaning bills. Doctors prescribe it for hay fever sufferers . . . architects and contractors recommend its installation for *complete* air conditioning . . . small shops, stores, offices and restaurants will be a ready market, too.

CLEANER

COMES

What about installation and servicing? Electro-KLEAN works directly with ordinary forced-air heating and air-conditioning systems. Installation is very simple, and can be done either by your own personnel or by any heating or air conditioning contractor. It rarely, if ever, requires any servicing or maintenance.



GET ALL THE FACTS



COMES

American Air Filter COMPANY, INC.

205 CENTRAL AVENUE, LOUISVILLE E, KENTUCKY

ELECTRO-KLEAN SALES DEPARTMENT, AMERICAN AIR FILTER CO., INC. 205 Central Avenue, Louisville B, Ky.

Yes, I want all the facts on the great solling apportunity at Electro-KLEAN Home $\operatorname{\mathsf{Air}}$ Filters.

NAME

COMPANY NAME

CITY_______ ZONE___STATE_____



PLANS for spending \$4 million on advertising are examined by Lewyt vice-president Walter J. Daily, center, ad manager Don Smith, right, and Pacific district manager J. Sayer Seely.

Bigger Than Ever

That's the way appliance manufacturers describe the advertising and sales promotion plans they are making for the year ahead

There's nothing conservative about the appliance industry's promotional plans for 1955.

Manufacturer after manufacturer report campaigns which are the most extensive in their history and Hotpoint lays claim to having developed the "most comprehensive promotional program ever undertaken in the appliance industry." Activity will not be limited to majors; the biggest electric clock ad campaign in industry history is being planned for the G-E and Telechron clock lines, General Electric officials say.

Plans announced so far include:

Hotpoint. The company will undertake a \$5 million merchandising and sales promotional program built around the firm's golden anniversary. Included in the campaign is a contest sponsored jointly by Hotpoint and Living for Young Homemakers. Prizes include four completely furnished homes, 50 kitchen and home laundries and 5,000 Hotpoint appliances. The contest will be a 25-word essay type and will run between May 1 and June 25. Builders in 100 or more key cities will build "golden anniversary" homes prior to the opening of the contest.

Apex. The largest local-level merchandising program in the firm's history is being planned by Apex. Among features of the campaign are distribution of 78 rpm records through dealers, local level merchandising of a national ad campaign, a spring-time direct mail campaign, and use of a newly-formed dealer merchandising and service training staff.

American Kitchens. The largest

American Kitchens. The largest concentrated campaign in company history is being used to launch the

firm's "Pioneer" kitchens. Consumer magazines and Sunday supplements will be used. Reprints of editorial and trade advertising material as well as window banners and blown-up ads for display purposes are being provided dealers.

Westinghouse. To clear the way for dealer-level introduction of its 1955 appliances this month, Westinghouse last month ran a "January White Sale" which featured reduced prices on a number of appliances. The new lines will be supported with TV commercials on "Studio One" and "Best of Broadway" as well as through magazine and newspaper advertising. A special promotion called a "cook-n-freeze" store party has been designed for dealers.

The firm's "big three" electric housewares (cooker-fryer, roaster-ro-tisserie and steam iron) will be supported by an ad budget increased by more than 100 percent over 1954.

G-E Telechron. Extensive newspaper and TV advertising will be used during the first quarter of the year. Sunday supplement advertising of "sale models" began on January 30. Four kitchen, one occasional and seven alarm clocks are included in this group of clocks. Price cuts range up to 32 percent and the clocks will be Fair Traded at the lower prices. Television coverage will include national spots on "Today" as well as local shows.

Lewyt. The firm has planned a \$4 million advertising campaign as a means of stepping up pre-selling for dealers. Vice-president Walter Daily said that today's marketing conditions demand this type of dealer assistance on the part of the appliance manufacturer.

Branching Out

Caloric introduces an electric washer to complement its gas dryer, pushes built-in cooking and uses color-by-lighting in new range series

Electricity is playing an important role in the 1955 line of Caloric gas appliances. First, the company has introduced an electric automatic washer and, second, Caloric is coloring its range line with electric lighting.

The new Caloric agitator washer is designed to rinse and dry a nine-pound load in 28 minutes and features a Gyro-Spin balanced tub. The washer consumes 28 to 33 gallons of water for each complete washing cycle and is priced at approximately \$259.50.

The matching gas clothes drver comes in two models, standard and deluxe, and features Caloric's "Lo-Heet, Hi-Breeze" principle which uses more air and less heat. Both models handle 18 pounds of wet clothes. The deluxe model 100 is priced at \$286.50 and the standard model 150 sells for \$224.50.

Range Colors. Answering the call for more color in the kitchen, Caloric is offering its 1955 range line with a lighted background panel in rosy pink, frosty blue or minty green, as well as the standard white.

The ranges themselves are white and come in three basic models—24, 36 and 40 inches. Three different oven widths are available, a 13-inch pastry oven, a full-sized 16-inch oven, or a large 20-inch "Harvest" oven. A "Roto-Ray Barbequer" is available in the 36 and 40-inch clock-controlled, Hi-Broiler ranges.

Top prices in each size are \$399.95 for the 40-inch model, \$389.95 for the

36-inch range and \$289.95 for the 20-inch unit.

Boosting Built-ins. Caloric also has unveiled an oven-broiler and top burner units which can be installed as built-ins. The door panels for the oven-broilers are available in a wide choice of color—enamelled white, black, pastel yellow, pastel blue, pastel green, or bright and satin metal finishes.

Final item in the Caloric line is its gas-fired incinerator, offered in two models. Both feature a two-bushel capacity and a 12- by 13-inch loading opening. The models sell for \$124.50 and \$129.50.

In line with its expansion policy, the company has changed its name from the Caloric Stove Corp. to Caloric Appliance Corp., according to president Julius Klein.

Reveal Ad Plans

A new approach designed to capture bigger dollar volumes in each of the company's four major fields (gas and electric ranges, heaters and commercial cooking equipment) was announced during a recent sales meeting held by Magic Chef, Inc.

Planning on the 1955 electric range line calls for intensive sales push in special markets. An advertising program in national media will be undertaken on the gas line within a few

Kitchen Of Tomorrow



FRIGIDAIRE'S DREAM kitchen, shown recently in New York, includes an automatic telephone, closed-circuit TV, and built-in cooking and refrigeration units. The counter-top unit at rear left is a beverage cooler; the white upright appliance is an ice cube dispenser; and the unit behind the housewife is a combination food freezer-refrigerator.

New! Exclusive! Has no competition! Powerful spearhead for your entire clock-radio drive! Only RCA Victor gives you

The "Slumber King"



First and only clock-radio that

changes stations while you sleep!

WHAT A STAR TO HITCH YOUR WAGON TO! Never before a clock-radio that does so many things for you... automatically! And only RCA Victor has it!

"Slumber-King" lulls you to sleep to music from one station . . . shuts itself off . . . wakes you to your favorite morning program on a different station . . . loud or soft—just the way you like it. It also can be pre-set to turn on a small appliance—like a coffee-maker! The "Slumber-King" features a built-in phono-jack . . . even has an output-jack for a tape recorder! Precision Westclox timing

mechanism. And what a singing voice—thanks to its famous "Golden Throat" tone system!

Exclusive "Rim-O-Matic" Selector sets this clock-radio for station changing or for operation of radio and appliances . . . automatically! No knobs to clutter the clockface.

Here's high-fashion styling, too—a clock-radio with a brand-new look. Feature it . . . demonstrate it . . . and watch "Slumber-King" sell itself!

In black and beige, or black and gray. Model 5C591, \$59.95. Other RCA Victor values from

\$29.95—in the industry's most complete clockradio line, the line with the sell-up built in!

See "Slumber-King" advertised in Life, Feb. 7, and Saturday Evening Post, Feb. 5



RCAVICTOR

Suggested Eastern list prices shown, subject to change without notice

Satisfied?

"I don't know anything about tubes, but I do know that the serviceman used Tung-Sol Tubes to fix my set and now it works as well as the day I got it."

TUNG-SOL MAKES:

All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

TUNG-SOL®
dependable
TUBES-DIAL LAMPS

TELEVISION

Color: No Boom in '55

Set makers take a look into their crystal balls, predict good radio and black and white TV business for 1955 but are cautious in talking about color

There's not much chance of a boom in color television in 1955.

That much is apparent from a quick study of the year end statements issued by a dozen TV set makers. The manufacturers think that black

The manufacturers think that black and white TV will fall somewhat below 1954 levels but still remain "healthy". They think that radio output will match, possibly even better 1954 levels. But on color most set makers are hedging. The original guesses for 1955 production centered around 300,000. It's now obvious that some firms don't think there's much chance of the industry coming anywhere near that figure. Some scale it way down (possibly 55,000 says Dr. Allen Du Mont) and others are just vague (somewhere between 100,000 and 300,000 sets says one firm).

Here, company by company, are what the leading manufacturers expect:

RCA. Board chairman David Sarnoff foresees production of six million TV sets in 1955 (compared to something in excess of 7.4 million in 1954) and feels that radio production will total 10 million units (compared to 10.4 million in 1954). He predicts further that some 20 million record players will be sold in the next five years and says that sales in the hi-fi instrument field increased about 50 percent during 1954. President Frank Folsom foresees a rise of 15 percent in record sales (which registered a 20 percent gain in 1954).

Motorola. President Paul Galvin foresees production of 6.6 million units in 1955 and says that home radio production (exclusive of auto sets) should hit 6.5 million (slightly higher than 1954). Executive vice-president Robert Galvin said he looked for a continued "evolution in color, rather than a revolution" with progress "intimately involved with tube costs, engineering simplification and . . . programming."

Sylvania. Top company officials feel that 5.9 million black and white sets and somewhere between 100,000 and 300,000 color sets will be turned out in 1955. "The wide variance in the color estimates indicate that color is still a very big question, with many design and production problems yet to be solved," the company said.

design and production problems yet to be solved," the company said.

Admiral. President Ross Siragusa looks forward to 1955 with "cautious optimism," foresees industry production of 6.5 million sets, 100,000 to 200,000 color sets and in excess of 10 million radio sets. Admiral is "still not satisfied with the present color tubes," Siragusa said, adding that they are too complex, round and cumbersome, and at present are not standardized, resulting in a cost which is "far too high."

Du Mont. Color set production will

not "go much over 50,000 units in 1955" according to Dr. Allen Du Mont. The year ahead looks "about 99 percent black and white."

General Electric. Retail TV sales will total 5.8 million sets (plus 200,000 color sets), according to Dr. W. R. G. Baker, vice-president of the firm's electronics division. Retail radio sales will hit 6.5 million and about a million of these will use printed circuits. J. Milton Lang, general manager of the firm's tube department, said that over 5.5 million picture tubes will need replacement during 1955 (one for every six sets in use). In addition, the industry must turn out six million tubes for new set production. The total tube output of 11.5 million will top the previous record year (1953) by half a million.

CBS-Columbia. President Seymour

CBS-Columbia. President Seymour Mintz predicts industry sales of over six million monochrome sets, 300,000 color sets and more than six million home radios. The "outstanding news" in the industry in 1955 will be advances made in color TV, he contends.

Andrea. President Frank A. D. Andrea feels that overall volume for the coming year should be "about on the same level as that of 1954" but adds that color sets will be beyond the reach of the average consumer in 1955 and that it may take another two years before color sets can be mass produced within the buying range of the average person.

the average person.

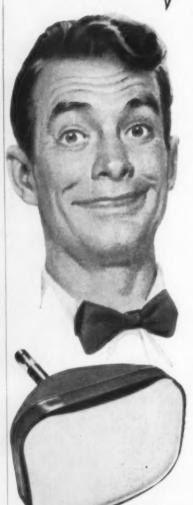
Columbia. President James Conkling said that 1954 was the best year since 1947 for Columbia Records and noted a strong trend to longer playing music, to more extended programs on records and to specially packaged sets. Conkling said Columbia phonograph sales rose nearly 25 percent over 1953.

Crescent Center



ADVERTISING MANAGER Russell D. Gawne, right, shows Crescent Industries, new Demonstration Center to WIND disc jockey Norman Spaulding in Chicago. An endless tape, recorded by Tommy Bartlett, plays a traffic-stopping sales pitch that also demonstrates a continuous tape recorder.

Satisfied Customersnot Call Backs



"That's right. I rarely get a complaint callback when I've used Tung-Sol Tubes. That makes for a lot of happy customers. I've found Tung-Sol's regular line of tubes more uniform and more dependable than the so-called 'super' grades of tubes."

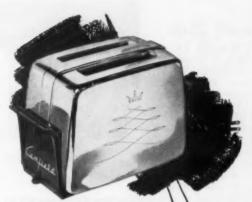
TUNG-SOL ELECTRIC INC. Newark 4, N. J.

Sales Offices: Atlanta, Chicago, Columbus, Culver City (Los Angeles), Dallas, Denver, Detroit, Newark, Seattle.

TUNG-SOL®

dependable

PICTURE TUBES



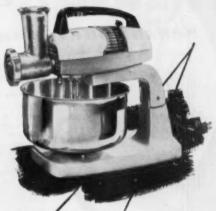
CAMFIELD BLUE RIBBON DELUXE AUTOMATIC TOASTER

America's safest toaster. Brand new! Widest color range. Not affected by voltage fluctuations.



CAMFIELD BLUE RIBBON FRI-COOK

Beautifully styled gold exterior with smart black trim. Double-duty, too! It's a deep-fat fryer and electric cooker, both!



CAMFIELD BLUE RIBBON

With 2 stainless steel bowls! True "beau-tility" in kitchen mixers!





CAMFIELD BLUE RIBBON

America's newest and most beautiful. The brightest name in portable mixers!

Amfield beautiful in portable of Amfield by America's beautiful in portable of Amfield by Amfield by America's beautiful in portable of Amfield by Amfield by America's beautiful in portable of Amfield by Amfield by Amfield by America's beautiful in portable of Amfield by Amfield by Amfield by America's beautiful in portable of Amfield by Amfie

...a <u>complete</u> new line of <u>quality</u> appliances

BACKED UP BY HARD-HITTING CONSUMER ADVERTISING, MERCHANDISING AIDS!

CAMFIELD BLUE RIBBON DELUXE STAINLESS STEEL COFFEE MAKER

Exclusive! America's only complete stainless steel automatic coffee maker. Stainless steel means the perfect cup of coffee! Fully automatic with strength selector.



TWO-FISTED NATIONAL ADVERTISING!

Ads in national magazines like Saturday Evening Post— Good Housekeeping tell the Camfield story to millions!



PRODUCT GUARANTEES!

SPECIAL

10-day Free Trial Offer! 2-year warranty on parts and labor! Extra value to insure extra consumer acceptance!



STERLING QUALITY

COLORFUL
POINT-OF-SALE
MATERIAL!
Pop-Up displays! Window streamers!
Posters! Pennants! Everything

in color! Everything you need to really SELL!





Stewart-Warner Quits

The radio-TV industry lost a familiar trade name last month as Stewart-Warner announced that it was withdrawing from the manufacture and sale within the United States of home radio and TV sets and phono-

In an accompanying move aimed at "the protection of all concerned—distributors, dealers and set-owners," Stewart-Warner also revealed that it had signed an agreement with Hoffman Radio Corp. under which the latter assumed the warranty and service on Stewart-Warner products. In addition, the two firms will cooperate in "preparing a program for those distributors who Hoffman considers can be helpful in Hoffman's national distribution." In a supplementary statement Hoffman said it expected to sign 15 or 20 of Stewart-Warner's 52 distributors.

The withdrawal was made, Stewart-Warner said, because of a heavy load of electronics development and production work undertaken for the government; such work requires the complete utilization of "all of our physical facilities and technical personnel."

Custom Sets

Du Mont has introduced a line of TV sets with custom made cabinets for sale in limited quantities in the New York metropolitan market. New York branch manager Philip Geth said that there is a definite demand among decorators and New York home-makers for a "superior type" of TV cabinet. In recent months some New York dealers have been removing chassis from standard sets for use with custom-made cabinets to meet this market—and to avoid the price cutting which is involved in the sale of most sets in the New York market.

FM Suit Settled

Payments totaling about one million dollars are involved in a settlement of claims against RCA and NBC by the estate of the late Major Edwin H. Armstrong.

Edwin H. Armstrong.

A suit bought by Major Armstrong had charged infringement of FM patents, Judge Philip J. McCook, former justice of the New York Supreme Court, acted as arbitrator in setting the amount of the payment. The suit has now been dismissed.

Servicemen's Year

The TV serviceman will get his due in 1955. RCA has declared a "National Television Serviceman's Week" from March 7 to 12. And General Electric has announced a nation-wide "TV Service Month" from April 19 to May 19.

RCA has registered its week with the U.S. Chamber of Commerce and will salute the nation's 100,000 servicemen. RCA will award \$10,000 worth of prizes to local dealers.

G-E's program features \$25,000 in cash prizes and a heavy schedule of national advertising including a "talking postcard" which consumers can play on their record players.



Exhibits at

HOTEL MCALPIN HOTEL NEW YORKER 200 FIFTH AVENUE 1107 BROADWAY

and other PERMANENT SHOWROOMS



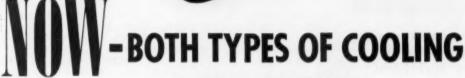


AUTOMATIC Natural Room-Cooling is Here... AND ONLY Signal HAS IT!









... IN THIS ONE UNIT!

For the very first time, you can satisfy all your customers. Now, here's draft-free Diffused Cooling from Signal's Free-Flow Grille with Breeze-Diffuser action. And, in the same fan, (turned around and electricallyreversed) powerful Direct Cooling-up to 3950 C.F.M. Automatic with the Thermostatic Brain . . . automatic natural room-cooling. No other fan like it anywhere! A natural for buying because it's so natural

> Signal's '55 portable fans are new all the way through. Write for the new, 4-color Signal fan catalog today. It's a real selling tool - a fan marketing manual.







Heard Repeatedly at the Show...

is made for

SIGNAL ELECTRIC DIVISION . KING-SEELEY CORPORATION . Menominee, Michigan

for selling.

HUNTER FANS

for cooling several rooms or the entire home



EASY TO INSTALL

Hunter PACKAGE ATTIC FAN

Easiest of all to install, the Hunter Attic Fan is a home cooling and ventilating system in one compact unit. Fits old homes or new; features modern automatic ceiling shutter. Cools the entire home for as little as \$137.60. Four models available, with certified air deliveries from 5,000 to 16,000 CFM.



Hunter

ELECTRICALLY REVERSIBLE

Year after year, the Hunter doubleaction Window Fan outsells and outperforms them all for multiroom cooling at lowest cost. Two popular sizes: 18" at \$59.95 retail, and 22" at \$79.95. Certified air deliveries: 2500 CFM and 3400 CFM. Simple installation. Fiveyear guarantee!



The complete Hunter line is backed by powerful NATIONAL ADVERTISING

Plus...

- · Liberal dealer co-op advertising!
- · Salesmaking displays!
- · Complete promotional plan!

Order now from your Hunter Distributor or contact



HUNTER FAN AND VENTILATING CO. 398 S. Front St., Memphis, Tenn.

Cooling and ventilating specialists for 69 Years

WINDOW . HASSOCK . ATTIC . OSCILLATING . CEILING . EXHAUST INDUSTRIAL FANS . ROOM AIR CONDITIONERS





EXAMINING G-E's new light amplifying phosphors are the discoverer, D. A. Cusano, left, Dr. C. G. Suits, center, G-E vice president, and Dr. F. E. Williams, head of light generating studies at the G-E lab.

Clue To Future TV?

General Electric demonstrates light amplification without electronic tubes—the first step towards "picture-on-the-wall" television

A scientific development which will have great significance to the future of television and photography has been demonstrated at the General Electric Research Laboratory.

The new phenomenon-the direct amplification of light without electronic tubes-has long been considered possible theoretically, but G-E's experiment is the first successful demonstration of the theory.

"Discovery of this light amplifier may be the clue to achieving 'pictureon-the-wall' television screens," according to Dr. C. G. Suits, G-E vice president and director of research.

Although the new method may have

great importance in the future of television, X-ray, photography, and "seeing-in-the-dark" devices, Dr. Suits emphasized that no immediate application should be anticipated.

"The importance of this demonstration lies in the new scientific knowledge in achieving light amplifi-cation for the first time in a simple phosphor film," he said.

The special phosphor screen gives off ten times as much light as is pro-

jected on it and gives a brighter pic-ture without "washing-out".

The light-amplifying phosphor was developed by D. A. Cusano, a young G-E scientist.

Getting in the Act



ARVIN sales personnel attending a company sales meeting recently found themselves on the program. A series of panel discussions on various Arvin products covered advertising, sales promotion and point-of-sales ideas. Under the eye of moderator Charles Meyers, right, district manager William Turner, William Baker of Hildreth-Baker in Boston and district manager Pete Plakos participate.

NOW! a complete profit line of

DUO-THERM WATER HEATERS

including NEW GLASS LINED

Duo-Therm water heater sales are skyrocketing higher than ever before!

New glass-lined and copper-lined heaters, added to the already famous zinc-lined Duo-Therms, give you one of the most complete top-quality water heater lines today! 60 models in all! A heater for the requirements of every family in your store's vicinity.

Get your share of Duo-Therm profits. Order nationally famous, nationally advertised Duo-Therm water heaters. Contact your Duo-Therm distributor or send in the coupon for full details.

> A New Complete Line for '55 from 12 to 120 Gallons

DUO-THERM GAS

Glass-Lined models. 20, 30, 40, and 50-gallon sizes with 10-year warranty.

Zinc-Lined models. 20, 30, and 40-gallon sizes with 1 or 5-year warranty.

FEATURES: Fully automatic controls, precision drilled non-clog burner, special flue baffle for faster, more economical heating . . . plus the TRIPLE-TREATED TANK.



Approved by
The American Gas Association
and C.G.A.

Duo-Therm Point-of-Purchase Sales Aids

Big New Mobile Display
 New Ad Mats
 Toi-Mobile Give-Away

PLUS THE GREATEST SINGLE SALES FEATURE IN THE BUSINESS—THE TRIPLE-TREATED TANK FOR LONG, TROUBLE-FREE LIFE!



DUO-THERM ELECTRIC

Copper-Lined models. 30, 52, and 82-gallon upright models with 10-year warranty.

Zinc-Lined models. 30, 40, and 50-gallon Table-Top models. 12 to 120 gallon upright models, all with 5 or 10-year warranty.

FEATURES: Super-efficient "HOT WATT" immersion heating elements, fully automatic, controls plus the TRIPLE-TREATED TANK.

Approved by Underwriters' Laboratories and C.S.A.

DUO-THERM OIL

Zinc-Lined models. 20, 30, and 50-gallon sizes with 5-year warranty.

FEATURES: Exclusive Dual Chamber Burner, fully automatic controls, exclusive "FLAME-IN-THE-FLUE" design . . . plus the TRIPLE-TREATED TANK.

Duo-Therm Fuel Oil Water Heaters listed as Standard by the Underwriters' Laboratories. Approved by C.S.A.



DUO-THERM INCINERATOR—another year 'round Profit maker!

A sure-fire seller to Mrs. Modern Homemaker. The Duo-Therm Gas Incinerator ends forever the messy problem of garbage and trash disposal. No more bad-weather trips. Discourages flies and rodents.

Duo-Therm incinerators are loaded with the extra sales features that will convince your quality minded customers to buy.

DUO-THERM

Division of MOTOR WHEEL CORPORATION
Lansing 3, Michigan

More than 21/2 million warmly satisfied customers...

DUO-THERM is a registered trade mark of the Motor Wheel Corporation, Copyright, 1960

YOU'VE GOT THE TOP QUALITY STORY:

New—Exclusive Target Jet Burner. Powerful jet flame reduces all burnable garbage and trash to ash, quickly. Non-clogging 15,000 BTU input for use with any type gas including LP (bottled).

New—Exclusive Triple-Wall Construction. Heavy-duty combustion chamber wall, middle liner and outer casing provide cool air circulation. Incinerator is touch-cool even during heaviest use.

New—Exclusive Multi-Purpose Inner Flue. Controls combustion. Prevents particles from floating up chimney. Serves as secondary combustion chamber for complete incineration of the heaviest loads.

Duo-therm DIV. OF MO Dept. EM-2, Lansing 3, Mi			
Please rush me full details	about Duo-Therm: V	Vater Heaters	☐ Incinerators
NAME			
ADDRESS		1.0	



TV SET: Harry Schecter, left, sales VP for CBS-Columbia, puts on a sales pitch for Ed J. Moreau of Edwards, Inc., Salt Lake City.



COMBINATION: Executive vice president Charles T. Lawson of Kelvinator stands aside to let market visitors see the new "Foodarama" refrigerator-freezer.

In Chicago ...

The Emphasis Is on Product

With everyone optimistic over what the year ahead holds, exhibitors at the Winter Market get a chance to build their pitches around products

Everybody has something new to show but interest is highest in colored appliances and in built-in units; prices hold steady



REFRIGERATOR: L. R. Walker, manager of field sales for Deepfreeze, invites the public to take a look at the new models.



STEEL KITCHEN: Vincent P. McGillen demonstrates features of a Republic Steel kitchen sink for Herb Schrader, kitchen sales manager for Chicago's Mainline Distributors.



WASHER PAIR: General sales manager G. W. Burns of Easy Washing Machine Corp. pointing at camera, explains new display for Easy's washer and dryer matched pair.



REFRIGERATOR: Neal Schuman, appliance sales manager for Servel, points out ice-making feature of his unit to three New Jersey distributors.



WASHER AND DRYER: Apex line is shown by Frantz brothers—Joe, right, and Frank B., who designed this washer and dryer.



POWER MOWER: Duotherm's sales vice president Karl Egeler demonstrates for Dahy Barnett.



REFRIGERATOR: Hotpoint president John C. Sharp and wife play host to Myrna Johnston, right.



COLOR TV: C. P. Baxter, assistant general manager of RCA-Victor, demonstrates 21-inch color set.



WASHER-DRYER: Whirlpool VP Bob Mitchell, right, pauses on way to lunch to show Imperial Pair to distributor Sol Freeman of Springfield, Mass.

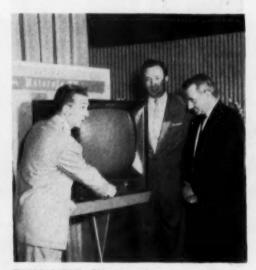


TABLE MODEL TV: Motorola sales manager Jim Herbert, center, shows the company's first 24-inch table model to Jack Boring, Jr., left, and Jim Drago.



FAN: Unit which can be used on window, floor or stand is set up by R. H. Williams, sales manage for Arvin electric housewares.





WASHER: Vice-president John Wicht plays host to distributor Ward Schafer, right, of San Mateo, California.



BUILT-INS: Youngstown and Stiglitz combined talents to mount these built-ins on steel cabinets. Demonstrating is E. N. Stiglitz.



REFRIGERATOR: Buyer Herbert Zients looks up as Gibson's J. L. Johnston explains features.



AIR CONDITIONER: Brand new two-horsepower window unit is demonstrated by Vornado's Fred Ricketts.



HI-FI: Fine instrument in fine cabinet is idea of new Capehart line demonstrated by E. W. Gaughan.



COLOR TV: Arvin's Paul Tanner shows controls to vice-president J. C. Marshall, left.



BUILT-IN OVEN: Caloric ad manager Victor L. Klein sets timer on firm's new built-in oven unit.



COMBINATION: Earl Brown, left, Tom Gannon, center, and A. N. Dedricks inspect Manitowoc unit.



CABINETS: Tracy ad manager R. A. Coffin demonstrates how pegboard doors lend color to kitchen.



DRYER: Maytag vice-president Roy Bradt plays host to Edith Ramsey of American Home magazine.



FREEZER: Vice-president Harry Ryan, left, shows 14-ft. upright to Gene Longmire of Columbia, S. C.

YOU SELL 'EM FASTER IF YOU COOL 'EM FIRST!

Cool and sell with this exclusive G-E portable demonstration booth! A proved success last year — again this year it's the hottest hot weather sales idea yet!

- 1. You can set up the 1955 G-E combination display stand and demonstration booth anywhere in your store! A vinyl plastic tent, just 4 by 4 feet, it fits neatly into both window and floor displays—even makes a sure-fire sidewalk stopper!
- 2. Just turn on that G-E "Comfort-Conditioned Air"—you'll be amazed at the way customers react when they feel the cooling effectiveness of the 1955 G-E Room Air Conditioner.
- 3. Inside the booth, show off the extras that only G.E. offers! Each product feature is spelled out in a convincing, attractive display.
- 4. Then, ask for the order! Your prospects will say, "I'm sold!" Because this great line of 1955 G-E Room Air Conditioners has all the features and looks that people want.

That's why you're only half in business if you're not planning to feature G-E.







See your G-E distributor for a very special deal on this great 1955 combination display stand and demonstration booth. Order today and plan to sell G-E Room Air Conditioners faster than you ever thought possible!

General Electric Company, Appliance Park, Louisville 1, Ky.

This year, sell G-E "Comfort-Conditioned Air"!

GENERAL



ELECTRIC



 THERMOSTATIC CONTROL

... just set it and forget it!





6 QUIET

SPEEDS

. . 3 Speeds Intake

PUSHBUTTON

Electrically Reversible



The Fan Sensation of the Industry

20" - ADJUSTABLE

FRIGID WINDOW FAN

Equipped with specially designed thermostatic control to provide automatic controlled comfort.

Designed by craftsmen, FRIGID fans are top quality . . . proven performance . . . dependable . . . low cost.

and for '55-WINDOW TYPE ROOM AIR CONDITIONERS



Automatic Thermostat; 2 speed Da-Nite cooling; Dehumidifler; exhausts stale air . . . intake fresh, cool outside air; Double Size Filter for greater health protection; trouble free construction. 5 year warranty. U.L. and C.S.A. approved:

Send for complete 1955 illustrated catalogue which describes our complete line of WINDOW FANS, PEDESTAL, HASSOCK, ATTIC, EXHAUST & INDUSTRIAL FANS, BLOWERS, SPRAY BOOTH FANS, SHUTTERS, AND CAPRI AIR-CONDI-

ALL PRICED FOR EXTRA PROFITS

FRIGID INCORPORATED 128-168 32nd STREET, BROOKLYN 32, N. Y.

That's what Westinghouse's radio-TV division tells dealers and consumers as it unwraps the "biggest" travel incentive campaign in industry history

Appliance-radio-TV dealers are going to be able to continue to see the world in 1955

Latest (and in the sponsor's own words the "biggest ever") travel program to be announced is Westinghouse's "Be My Guest" campaign which will provide trips around the world, to Europe, South America, Bermuda or Mexico. Dealers, distributors and even the consumer can get in on travel program which the Westinghouse television-radio division calls the biggest, most elaborate travel incentive program ever undertaken in this industry."

The company used a closed-circuit telecast to 26 cities to announce its plans to the trade in late December. Professional performers included Westbrook Van Voorhees, Joel Herron and his orchestra, the Honey Dreamers quintet and Betty Furness. Appearing for Westinghouse were division manager T. J. Newcomb, sales manager R. L. Sandefur, John Angel of the radio sales department and sales promotion manager Rod Kershenstein.

Point values have been assigned to every radio and TV set in the West-

inghouse line and trips are scaled according to this point schedule. To give small dealers an even break, seven such retailers from each of the company's seven regions will be given trips in a supplementary contest in which point totals are not the determining factor.

Consumers enter the contest by visiting a dealer store, watching a demonstration of radio or TV, and then filling out a contest blank furnished by the dealer.

The dealer contest is "wide open" in that no limit has been placed on the number of trips which can be awarded dealers. Westinghouse officials expect that somewhere from 14 to 50 will qualify for the round the world junket, 250 to 400 for Europe.

Also announced during the telecast were a number of new radio and TV sets. Among innovations in the TV line are top-tuning, decorator colors and a new filter-glass picture screen. Included in the additions to the radio line were a new miniature radio, a three-way portable, a personal portable, an "economy" table model and a portable radio-phono.

Records: What Now?

RCA Victor price cuts trigger off similar action by other producers; the big question—how much can you discount the new prices

The long-rumored reduction of record prices became an accomplished fact last month when RCA Victor triggered off a string of price cuts by most major firms in the field. On December 28, RCA announced

that effective January 3 it would reduce many prices more than 30 percent. Twelve-inch LP's were cut from \$5.98 to \$3.98 and 10-inch records went from \$4.95 to \$2.98. Extended play 45's were cut from \$1.58 to \$1.49. Dealer margins were not cut but the five percent return privilege on LP's was cancelled.

By the first of the year Columbia, MGM, and London, among others, had matched the RCA cuts.

It was soon apparent that nobody was more confused than big discount-con-scious record dealers. The New York Times of January 2 listed a wide variety of new "discounted" prices ranging from \$2.98 to \$3.50. San Goody, reputedly the world's largest record dealer, pegged his new prices at \$3.19.

Some dealers were particularly incensed over the inventory loss they would have to take on records already in stock and on the cancellation of return privileges. If you could draw any single conclusion from the widely varying comments of dealers it was simply that the discounters were considerably more upet over the price cuts than were the dealers who had been attempting to sell at list price. The RCA move was praised by Ben Kaye, head of New York's Liberty Music Shops.

RCA also raised the prices of 78's, due to "decreased production and de-mand." The firm said that steadily de creased interest in the 78 is making it obsolete and president Frank Folsom predicted that "within a short time it will disappear from the market."

Local but National

Localized advertising on a national scale will be used extensively by Webcor during the first half of 1955.

Marketing director S. T. Seaman told distributors last month that Webcor has scheduled a series of three large space insertions in Sunday supplements in 82 newspapers and will use billboards in 109 major markets. (The firm's ad campaign in Life and The Saturday Evening Post will be



ASSOCIATIONS



GUEST SPEAKERS George J. Pazik, standing center, and Bernice Strawn chat with SKCMA afficials Harry S. Lawrence of Capitol Kitchens, standing left, C. A. Reinholt Jr. of Tracy Kitchens, standing right, and C. S. Motter of Morton Manufacturing Co., seated.

Sell 'Em Thru Dealers

Merchandise steel kitchens through appliance retailers, steel kitchen cabinet manufacturers are advised at quarterly meeting

Manufacturers should increase their efforts to secure appliance dealers as steel cabinet sales outlets, the Steel Kitchen Cabinet Manufacturers Association was told recently in Chicago.

George J. Pazik, president of the Milwaukee Appliance Dealers Association, stressed the natural sales compatability of kitchen appliances and steel kitchen cabinets and urged SKCMA members to train appliance dealers thoroughly and carefully for creative kitchen selling.

He emphasized the importance of sending good factory representatives to train retail salesmen and congratulated the cabinet makers for their "honest, straightforward sales methods."

The net profits and freedom from inventory troubles, financial difficulties and trade-ins all are excellent incentives for the appliance dealer to become a topnotch steel kitchen salesman, Pazik said.

But, he added, the dealer should be made to understand that it's not enough just to put two cabinets on his floor and proclaim he's in the kitchen business.

One or two of the appliance dealer's staff should be trained and turned over to steel kitchen sales and planning, Pazik advised, and aggressive advertising and promotion of steel kitchens should be carried on. This type of operation, plus good relations with carpenters, electricians and plumbers can assure successful steel kitchen sales by appliance outlets, Pazik said.

At the meeting, Miss Bernice Strawn described the Woman's Home

Companion's "Kitchen Award" for builders.

The certificate, which is aimed at encouraging builders to give more care to the design of kitchens, will be given to builders who improve their kitchens to measure up to the magazine's standards.

The next meeting of the Steel Kitchen Cabinet Manufacturers Assn. will be held March 11 in New York. The annual meeting is slated for June 2-4 at White Sulphur Springs, West Virginia.

Re-wiring Chicago

Commonwealth Edison of Chicago has announced a re-wiring program under which the utility will absorb the expense of providing all outside equipment, including service entrance, if customers agree to replace 120-volt service with 240-volt.

Customers living in one, two or three family dwellings qualify for the concession when they install a 240 volt appliance together with a 100 ampere switch and the circuit required for the appliance.

Commonwealth will also finance the rewiring. Arrangements have been made for local electrical contractors to make wiring installations at fixed costs for each locality.

Plans for a comprehensive advertising campaign to tell the public about the wiring program have also been set up by Commonwealth.

Fair Trade: Struggle Ahead

Battles on legislative and judicial fronts are ahead, says Darvagel, but outlook is "hopeful"; two manufacturers step up enforcement activities

Fair Traders face a year of struggle but the outlook nevertheless is "more hopeful than gloomy."

That's the opinion of John Darvagel, chairman of the Bureau of Education on Fair Trade. He said the struggle would take place on both the legislative and judicial fronts.

A measure of confirmation of this estimate came early in January as two appliance makers reported they were stepping up their enforcement activities and a third, General Electric, signified its intention to continue its aggressive Fair Trade program.

More Enforcement. Remington

More Enforcement. Remington Rand's shaver division announced that it would "redouble its efforts" to enforce Fair Trade practices and sales manager A. C. Barioni promised "prompt and firm action" against price cutters.

Toastmaster Products division of McGraw Electric announced that it was expanding its retailer Fair Trade contract system, already in force in New York, New Jersey, Michigan and California. Next state to be covered will be Florida. In these areas distributors are required to sell only to retailers who have signed Toastmaster Fair Trade agreements. Vice-president W. E. O'Brien pointed out that "enforcement at the wholesale, as well as the retail, level is essential to any worthwhile Fair Trade program." Toastmaster has removed five Southern California distributors in recent months.

Review and Forecast. Darvagel maintains that Fair Trade in 1954 enjoyed more victories than defeats but conceded that enforcement "was uneven in the marketplace." He also maintains that failure to distinguish between Fair Traded and non-Fair Traded products leads to confusion over the effectiveness of the whole program.

Reviewing court actions during the past year, Darvagel said that the decision of most significance was the Supreme Court's refusal to review five cases attacking the constitutionality of Fair Trade. He also noted that three high state courts (in New Jersey, New York and Delaware) had affirmed the constitutionality of Fair Trade and a similar action had occurred in lower courts in Pennsylvania.

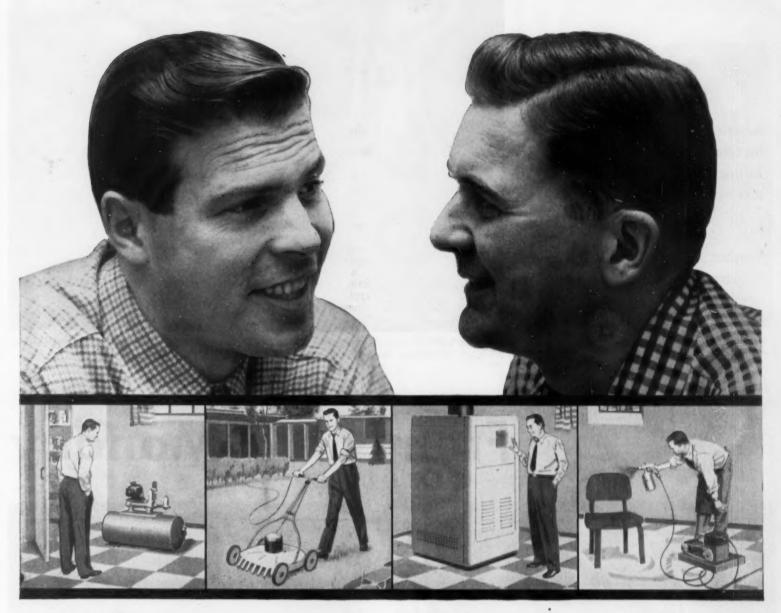
Judicial reverses included the invalidation for the second time of the non-signer clause in the Florida law and lower court decisions in Arkansas, Nebraska and Utah, all of which are being appealed. The Florida decision, however, upheld the legality of signed contracts.

In Louisiana a drive to repeal Fair Trade was beaten but in the District of Columbia an effort to establish a Fair Trade law failed to get out of committee.

The New York Supreme Court upheld the right of a manufacturer operating retail stores to use Fair Trade. The FTC has before it a similar case.

Association Briefs

- Appointed to the NARDA dealer committee to develop plans for promoting next September's National Radio & Television Week are Edward Collier, Boston, K. G. Gillespie, Kansas City, W. J. Lee, San Francisco, Evan Moon, San Antonio, and Harold Sampson, Milwaukee.
- A staff-level committee under the chairmanship of Walter Hausz, of General Electric, has been set up by RETMA to look into standardization of components in the field of automation
- New officers of the Electrical Association of Philadelphia are: George E. Whitwell, president; S. M. Cameron, vice president; William E. Rubert, secretary; and Philip H. Ward, Jr., treasurer.
- C. E. "Barney" Barnickel has been elected president of the Electric Association of Kansas City. Vice presidents include: utilities, M. A. Havenhill; manufacturers, Marshall Bliss; appliance wholesalers, Irwin Hurwitt; supply wholesalers, Fred M. Sholders; maintenance, repair and service, John E. Launder; manufacturers agents and representatives, Jack D. Goetze; and appliance dealers, Gale Curtright. C. M. Anderson was reelected secretary-treasurer.
- New president of the Electric Association of Chicago is Arthur H. Schneider. He succeeds Henry Czech, manager of the Chicago Electrical Wholesalers Association. Other officers are: vice president, H. C. Moses, Jr.; treasurer, Jack W. Colins, managing director, Clif Simpson; and directors, M. L. Burgess, Laurence E. Pierron, and James Love.
- All members of the Greater Rockford (Ill.) Appliance Dealers Assn. have joined NARDA. Officers of the group are: Roy W. Pearson, president; Veril Hedrick, vice president, C. T. Van Ausdall, secretary, and Gunnar Smidt, treasurer.
- An industrial relations department has been organized within RETMA with Robert C. Sprague, Jr., of Sprague Electric Co., as the chairman. The department will consider, advise and represent the Association on all industry-wide industrial, employe and community relations problems.
- Bernard J. Hank, president of the Conlon-Moore Corp., has been elected to the executive committee of the American Home Laundry Manufacturers' Association and will serve as vice president of the ironer division.



Satisfied Customers sell new customers...



Look at this man. He's telling a neighbor why he's so pleased with his motor driven appliances. He-a satisfied customer-is just about the best salesman a product can have! One big reason for his satisfactioneven though he may not know it-is the Packard Electric motors that power his appliances.

Packard fractional horsepower electric motors have been making satisfied customers for 38 years-because a Packard motor does its job longer, quieter, with less maintenance cost. The appliance maker who standardizes on Packard Electric motors gives his product that extra touch of dependability that builds sales.



General Motors



American Home Laundry Manufacturers' Association sees bright future as Mrs. Housewife pushes mechanization of laundry day

Washer sales will climb another 10 percent in 1955, dryers may reach "magic million" saturation, according to predictions



GREETING 1955 with smiles are association veterans John W. Wicht of Blackstone, P. E. Geldhof, formerly of Whirlpool, and engineer David Hays, consultant to ALHMA.

From Blue Monday

THE coming year will be a good one for the home laundry industry. That was the general consensus of opinion at the American Home Laundry Manufacturers' Association convention in Chicago, January 7.

W. Homer Reeve, who was reelected president of the organization, said "most members" predicted increased sales of home laundry appliances in the first half of 1955.

Specifically, the industry expects to sell a minimum of 2,725,000 automatic washers in 1955, a gain of 10 percent over the 1954 volume, according to V. F. Peterson, manager of automatic washer sales for Norge. He added that 1954 volume itself was an 18.5 percent gain over 1953.

Reeve, who is president of the Easy Washing Machine Corp., said that 1954 factory sales of washers, dryers and ironers apparently exceeded his July prediction of "4,000,000 or more." Guenther Baumgart, new executive director of the group, said 1954 sales totaled about \$1 billion at consumer prices.

Peterson predicted that 1955 washer sales will be in "the higher retail price brackets" as in the last six months of 1954. These sales by price classification were: automatic and semi-automatic washers, \$229, 15 percent; \$230 to \$259, 20 percent; \$260 to \$289, 15 percent; \$290 and over, 50 percent.

Peterson added that saturation on automatic washers will rise from the present 28 percent to 31 percent by the end of 1955.

Dryers Advance. Ray G. Halvorsen, chairman of the dryer division and vice president of Hamilton Manufacturing Co., reported on a good year in dryers. He noted that while most

major appliances were "flattening out," dryer manufacturers sold five units last year for every four sold in 1953.

"If we score only one-half this percentage gain in 1955 we will hit that 'magic million marks,' at which it is history that major appliances begin to move in great volume," Halverson

Joseph Groshans, chairman of the ironer committee and general sales manager of the ironer division of Speed Queen, outlined the group's plans for increased ironer promotion during certain periods each year. He said "There is every reason why there should be as many ironers and dryers in use as washers. The housewife has to have all three to mechanize her laundering."

George Westfall, manager of distribution planning for Hotpoint, explained the association's statistical service, which is being used to forecast appliance movement at factory, distributor and retail levels. Warranty cards are among the methods used for checking, he said.

The conventional and automatic washer committees of the association have been combined into one washer group. New associate members admitted were the Glidden Co., industrial paint division, and the Detroit Controls Corp. The association has 28 members and about 60 suppliers.

Other officers elected at the meeting were: first vice president, Elisha Gray II, president, Whirlpool Corp.; second vice president, Frank Breckenridge, president, Automatic Washer Co.; third vice president, James H Goss, manager, laundry equipment, General Electric; treasurer, Howell G. Evans, vice president, Hamilton Mfg.



FATHER AND SON, B. J. Hank, Jr., and B. J. Senior, of Conlon-Moore, get information and identification tags as the convention opens.



GREETING LATE arrivals are E. C. Doll of Lovell and supplier Don Foster of Midwest Mutual. Some 28 members and 60 suppliers were represented.



HEAD OF the association's ironer committee, Joseph Groshans, right, of Speed Queen, enters a convention meeting with J. B. Johnson of Kelvinator.



DRYERS ARE one of the brightest spots in the laundry picture, according to R. G. Halverson of Hamilton, seen here with Paul N. Berner, right, of Proctor & Gamble.

A Rosy Future



DISCUSSING the laundry field for 1955 are E. J. Sorensen of Hotpoint, Joseph A. Woodhead of Colgate-Palmolive and Ray A. Bradt of Maytag.



PARTS JOBBERS Association is represented by Ray Jones of Denver and Charles S. Skiff of Cincinnati.



IRONER delegation included R. E. Gottlieb and L. E. Clancy of Ironrite, who listen to a plea to get more ironers into public schools.



COFFEE KLATCH finds Joseph A. Woodhead, left, and Miss Dorothy Hogg of Colgate-Palmolive chatting with Frigidaire's R. A. Smith.

ELECTRICAL MERCHANDISING-FEBRUARY, 1955



Electric Mixers, Teasters, Table
Appliances, Vacuum Cleaners, etc.

Sturdy counterparts of the husky CORNISH cord sets used as original equipment by foremost manufacturers.

GLUTTONS FOR PUNISHMENT!

CORNISH WIRE COMPANY, Inc.

New York 7, N. Y.

Problem for '55

The NAED in it's year end report calls for drastic efforts on the part of manufacturers to bolster both the distributor and his retail counterpart

The year ahead may see the climax to a problem which has harassed the wholesaler of electrical goods for the past five years.

According to Arthur W. Hooper, executive director of the National Association of Electrical Distributors the constant effort on the part of the wholesaler to meet spiraling costs with limited gross margins has forced the distributor into a position of retrenchment at a time when the market demands greater expansion. Further, Hooper says, five years of experimentation with these channels of distribution have not brought forth the answers needed in order that the American market's electrical requirements may be fulfilled both efficiently and adequately, and the wholesale distributor has, as a result, not been able to completely fill his important niche in the economy

The NAED feels that for the most part distribution experiments which have so far taken place have not been on a constructive basis, that they are weakening the wholesale structure, and that, if continued, they will cause further disintegration of trade channels which will cause serious repercussions throughout the entire electrical industry. To forestall wearing away of the network of small retailers, drastic efforts must be made on the part of the manufacturer to lower distribution costs to a point where trade chan-

nels are enabled to move goods effi-

With the year ahead promising a bright sales outlook, the NAED believes that more action must be made to invest in established wholesale trade channels so that the distributor may regain his one time financially sound position, and in so doing be able to benefit the retail outlets he serves.

Housewares Drive

Electric housewares will receive an increased push in 1955, according to H. S. Perkins, chairman of the electric housewares section of NEMA.

Outlining plans for the year's activities, Perkins said the objective of the 1955 drive is to create maximum possible excitement at the consumer level.

"The core of the program," he said, "will be intensified consumer publicity in magazines, newspapers, on television and radio as well as continuing trade publicity of a quality and quantity developed during the past four years. Most important of all will be promotional coordination with electric light and power companies and electrical leagues as well as key distributors."

Theme of the program will be the one used now by most electrical light and power companies. . . "Be Modern. . . Live Electrically."

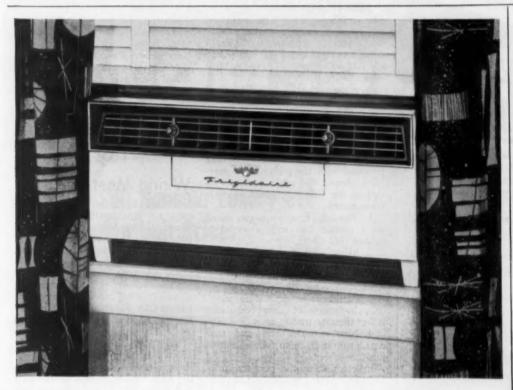
Fans for Philadelphia



STANDING ON A mound of snow, general manager William Caley seals a carload of Signal fans bound for Raymond Rosen & Co., Inc., Philadelphia. Paul G. Glenky, right, sales manager, watches the 1800 fans get their send-off from Menominee, Mich., in late December. "This is the earliest carload of signal fans we've shipped in 64 years," Caley commented.

50 Church Street

NEW FRIGIDAIRE ROOM CONDITIONERS ARE TWIN-POWERED FOR LOCAL WEATHER



New beauty... new compactness... new operating case ... are all proof that the sparkling new 1955 Frigidaire Room Conditioners are loaded with exciting seas appeal. Four basic types cover the needs of homes, offices, apartments, shops, institutions, hospitals, etc. Compact Super Series in two popular capacities, ½ and ½ hp. Either Super model will fit both casement

and double-hung windows. Deluxe Twin Series, in ¾ and 1-hp models, offer the finest in outstanding new comfort and convenience features. Thermostats optional on Deluxe models—can be added to any model in minutes where local utility permits automatic operation. Twin 1 hp models available for 115-volt current.

Outstanding new sales-building plans and merchandising aids to spark your drive for air conditioner sales

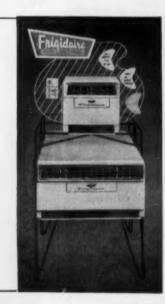
Contact your Frigidaire Branch or Distributor at once for details of plans to help you inventory and display Frigidaire Room Air Conditioners.

Ask about the special offer on Frigidaire's exciting new Room Conditioner selling stand which displays two units in only 5 sq. ft. of floor space.

Get the complete story on why Frigidaire Room Conditioners are the line to push in 1955.

NOTICE: A limited number of Commercial and Air Conditioning Dealerships are now available. For more information write:

L. W. Smith, Commercial Sales Manager Frigidaire Division, GMC, Dayton, Ohio



Frigidaire Conditioners

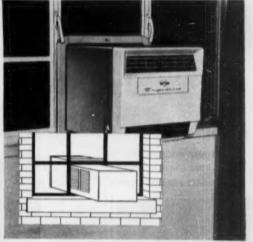
BUILT AND BACKED BY GENERAL MOTORS

Completely redesigned and restyled with an exclusive comfort story sales powered for local selling

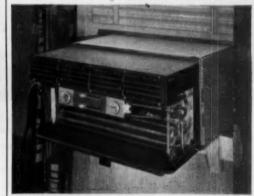
Now, from Frigidaire, comes a completely new idea in localized comfort control that can't be claimed by any other window room conditioner made. With two complete cooling systems inside, this unit gives Frigidaire Dealers in every part of the country a consumer appeal that can't be matched. For prospects in moderate climates it means plenty of cooling power for hot spells with instant adjustment to half the cooling power on days that are just warm and muggy. For folks in southern climates it means ideal comfort all summer—yet it permits "half-power" cooling that stretches usefulness way into the fall and early spring.

Yes, Frigidaire Room Conditioners are "Twin Powered for Local Weather" to tailor cooling to exact comfort needs. And because just one system is used on moderately hot days, the customer uses half the power, and saves up to half on the electric bill. And the new "Magic Guide" provides finger tip control of "Great Circle Cooling". Control knobs let owner position both horizontal and vertical grilles to set up draftfree air circulation to "fit" any shape room regardless of window location. And, owner can easily readjust the air pattern whenever he wishes.

New Casement Window Model



New ½ and ½ hp units can be installed without removing muntins or mullions or otherwise altering casement windows. Simply remove one pane of glass, Also fit regular double-hung windows.

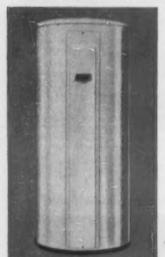


New "slide-in" cabinet ends installation problems. Outer shell installs separately – from the inside – then unit slides in and front panel snaps on. Unit slides out in a jiffy for "in-the-room" servicing.

STATE ... the new star in water heaters . . .

Offers a Revolutionary 3 point Sales Plan which gives you less inventory - greater profits.

No matter what line of electric or gas water heaters you sell, weigh it against the profit possibilities of this State 3 point plan:



Also available in Standard or Deluxe Table Top, Lo-Boy and Corner Models with either glass lined or hot dipped galvanized tanks.

GAS AND ELECTRIC BUILT IN COOKING UNITS IN COLORS, STAINLESS STEEL OR COPPER.

1. A crisp \$10.00 bill for any heater replaced within the warranty period.

2. A unique, inventory reducing "10 Year Pac" which enables you to convert standard models to 10-year guarantees without duplicate inventories.

3. A one year free "Service Policy" on the entire heater.

Add to this a full line of deluxe and standard heaters, gas and electric, available in both glass and hot dipped galvanized lined tanks, and you have a water heater line to set the sales pace in any market. For full details and prices, write, wire or fill out the coupon below.



Available in Standard or Deluxe models, three capaci-ties and choice of glass lined hot dipped galvanized

Be sure to ask for prices and specifications on the fastest growing units in the appliance field

Distributorships still open in a few markets. Call or wire for full information STATE STOVE & MANUFACTURING CO. 509 25th Ave., No., Nashville, Tennessee

Please	rush	full	info	ormati	on	on 🗆	Electric
Water	Hea	ters		□ G	8.8	Water	Heaters
□ Ele	ctric	and	Gas	Built	in	Cookir	ng Units.

ADDRESS

CITY & STATE

Covering the Market

After 18 months of study a RETMA committee comes up with a "unit territory plan" designed to improve the distribution of electronic parts

More efficient utilization of manufacturers' reps and a consequent improvement in the distribution of electronic parts is expected as the result of an 18 month study just released by the Radio-Electronics-Television Mfrs. Assn.

In a report entitled "Unit Territory . to Serve the Jobber Better, the RETMA jobber relations committee recommends a method of designing territorial areas within existing trade areas. Establishment of such areas would give the rep sufficient time to spend with the jobber. The committee found that under present conditions the following problems were encountered:

1. The sales time a rep can spend on a specific line with a jobber is limited

2. Many jobbers are called on by reps who are prohibited from serving the jobbers on all the lines they rep resent.

3. Territories are defined unrealistically by means of state boundaries rather than by trading areas.

4. New manufacturers and new reps have no guide to follow in serving the jobber.

In establishing the new territories the committee specified that they should cover-

1. A minimum of 35 to 40 jobbers. A minimum of two percent of total sales of replacement parts in the

3. Mileage from the home office should be no greater than the ability of the individual to return to his home base each week after seeing

every jobber on his trip.
4. Good coverage of the jobber should be provided at least every 30 to 40 days.

5. There should be at least six lines available for the representative.

The report includes a map which is divided into the 30 proposed terri-

Wiring Meet Set

Time financing of rewiring will re-ceive key consideration at the 11th Annual Wiring Conference to be held February 24-25 at the LaSalle Hotel in Chicago, according to L. E. Barrett, plan committee chairman of the National Adequate Wiring Bureau.

Some 16 utilities have now announced wiring modernization plans, Barrett said. He will present the 1955 National Adequate Wiring program

during the opening day session.

William Tait, manager of appliance sales promotion, Portland General Electric Co., will outline a plan used by his company to sell wiring with the appliance. Look magazine will present four awards to a utility, distributor, contractor and dealer for the best promotion of Look's "Well-Applianced House" campaign.

Waring Gets Waring



THE "GOLDEN MILLIONTH" Waring Blendor is presented to band-leader Fred Waring, right, who holds one of the first Blendors he introduced 18 years ago. Vice president J. P. McIlheney holds Blendor No. 1,000,000 which was goldplated when it recently came off the production line. To celebrate the anniversary, Waring Blendors are offering a "Golden Millionth" special—a \$10 certificate for every two Blendors purchased which, in effect, gives the dealer a 46.7 percent profit on each complete deal he buys

Announcing the Amazing NEW MIRACLE of Air Conditioning—the

CONSOLAIR

Now! Sell Console Luxury at Window Unit Prices ... from the

makers of America's most complete line of Personal Air Conditioners . . . specialists in Tropic-Tested units proved in 62 countries since 1937! Consolaire ... with the exclusive Balanced Econo-Mizer System for maximum cooling at minimum cost!

New...All-New Versatility with exclusive ADJUST-O-MOUNT!

- Fits flush with the building line, flush with the window line
- Adjusts up or down, in or out, for any installation need
- Supported from sill or wall opening or rests on legs
- Makes Thru-Wall installation easier than ever
- A complete package, no extra ducts
- Self-contained thermostat
- Either electric resistance or reverse cycle heating

New...All-New Appearance!

- Takes 60% to 77% less window area
- Less than 50% floor area than any console
- In blond or mahogany for any decor

Sell 7-Ways Better Conditioning!

- 1. Maxi-Power Cooling
- 4. Electro-Flo Heat
- 2. Moisture-Magnet Dehumidification 5. Flo-Easy Circulation
- 3. Dual-Power Ventilation
- 6. Filtronic Filtering!
 - 7. Airflo Fresh'ner. PLUS 5-Year Warranty

Copyright 1965 Division of Remington Corporation, Auburn, New York



New ...Tropic-Tested Construction!

- Wrap-Around Weather Seal for weather tight cabinet installation
- Special Tube and Sleeve Air Seal prevents internal air leakage
- Rugged, Box-Girder Chassis for super-strength, perfect alignment

Get on the profit wagon with the only complete line! Window Units and Consoles from 1/2 to 11/2-HP!

SEND COUPON FOR FULL DETAILS

Remington Corporation, Air Conditioning Division 9-1 Willey Street, Auburn, N. Y.

Rush details on the new Consolaire plus particulars on Remington's Big 5 for '55 Profit Plant

Nome.



KLIXON Protectors Build Customer Confidence

PAWTUCKET, R. I.: Peter C. Mercier of the New England Machine and Electric Company knows the value of Klixon protected motors. He says -

"It has been our experience in the motor repair business that having the confidence of the customer makes for a mutual understanding of better relationships. We find that preventing motor burnouts through the use of Klixon Protectors is one of the major factors in obtaining this goal."



Klixon Protectors Reduce Service Calls and Repairs by **Preventing Motor Burnouts**

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.



METALS & CONTROLS CORPORATION SPENCER THERMOSTAT DIVISION 2502 POREST ST., ATTLEBORO, MASS.

Repeat Fan Contest

To encourage early season fan selling, NEMA will once again this year sponsor an electric fan window display competition with \$3000 in prizes going to dealers for the best windows installed between May 2 and June 1

A grand prize of a \$1000 savings bond and 14 additional prizes (seven to appliance dealers, seven to department stores and utilities) have been provided.

The NEMA electric fan section has prepared a package of promotional material to assist dealers in getting their program underway. Included is a new window streamer, a plan book, and a sample of a "May Days are Fan Days" letterhead which is available at \$10 per 1000 for mailings. The kit is available through member manufacturers or through NEMA, 155 E. 44th Street, New York 17. Entries in the contest should be sent to the Fan Window Display Contest at the same address. Deadline is June 15. Dealers may send as many entries as they

New S-C TV

Stromberg-Carlson recently unveiled its 1955 television models amid optimistic predictions for the coming year.

"Stromberg-Carlson is highly opti-mistic over the future for TV sales next year; and the company is planning to expand production and distribution facilities to attain a bigger percentage of the television business, Hunt, vice president, told distributors at an eastern division con-

He reviewed the sales picture for 1954, stating that Stromberg-Carlson's unit sales of TV sets increased 31 percent over 1953. Hunt also announced a "Gain and Retain" contest for distributors at the convention.

Two new 21-inch table models are being added to the present line and several models will be continued with improved performance features such as two-speaker audio systems and larger picture tube viewing areas.

TV Briefs

- Reduction of operating costs by approximately 50 percent has been achieved in a new TV circuit being incorporated in all Emerson TV sets. President Ben Abrams said that the new circuit increases the life of component parts from two to ten times over the life span of parts in any other receiver. Better picture stability, sharper contrast and finer detail are also achieved with the new circuit.
- A Raytheon "Challenger" TV set won the highest award at the Internanational Trade Exhibition in Milan, Italy, recently. The set was the only American product to win an award at the show, Raytheon vice-president Henry Argento said.
- Over 100,000 TV sets were operating in Italy at year's end, with two thirds of sales being made in the 17inch size. Between 600,000 and 700,-000 radio sets are sold yearly.
- · Emerson Radio and Phonograph Corp. has discontinued production of color sets until satisfactory 21-inch tubes are available. The firm expects to market such a set by March or
- Price cuts of \$20 to \$50 were announced by Sylvania last month and the firm's previous leader model (offered originally at \$169.95) will now be offered without a suggested list price. Rising demand and improved production facilities were given as the reasons for the move.

Largest Shipment



SOME OF THE 5,000 Emerson TV receivers, the largest single shipment ever made to a South American country, are boarded on a Columbian-bound freighter under the watchful eye of Joseph Kattan, vice president and general manager of Emerson Export, ship Captain W. Schulte, Alberto Lara, Emerson Columbian representative, and shipping executive Alfonso Penarada

ANOTHER YEAR-AHEAD ADVANCE FROM ADMIRAL

They're HOT-TERRIFIC

NEW Admiral JET POWERIZED
ROOM AIR CONDITIONERS



A NEW PRICE LEADER

Not 1/3 — But a Big Hefty 1/2 Horsepower — Loaded with all the wanted Features



MODEL 50D5S

The Year's Biggest DOUBLE BARRELLED MERCHANDISING DEAL

Here's the Plan You'll Want! See Your Admiral Distributor for the Details That Mean Sure-Fire Profits. You just can't miss on this deal!

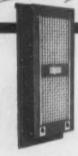
Admiral

Admiral Corporation — 3800 West Cortland — Chicago 47, Illinois

man, too!

Every time you sell a Meier fan, you add a new salesman (nonpaid) to your staff. The Meier customer is proud of what he buys . . . its beauty, its performance, its dependability. By word-ofmouth endorsement, he becomes a member of a great sales force bringing still more customers to your door.

The Finest-in air moving equipment



Two-12 for Cosements — A decorator's dream . . . The two-12 (two 12-inch fans) oream . . . The two-12 (two 12-inch tans) is styled for eye-appeal and engineered for whisper-quiet operation. Upper and lower fans individually controlled. Grille of white plastic. Merely hook top lip of the case over casement-window screen and it's in-stalled! Two 60 cycle, 110 volt AC motors.

Custom 20"-Thin, streamlined cabinet conceals motor, propeller and mounting. Finished in shadow-grey enamel . . . bright chrome grille. enamel , bright chrome grille. Meier Offset Propeller saves space—"Rubberride" propeller mounting avoids metal-to-metal contact. Adjustable width 27½ to 34°. Two models: reversible, with three speeds on either intake or exhaust; or, non-reversible, a two-speed exhaust type unit





De Luxe 20"—Fulfills demand for high performance and popular price. Fin-ish: aqua-green. Installed with four isn: aqua-green. Instance with four screws into window frame, adjustable width 27½" to 34". Two models: reversible, with three speeds on either intake or exhaust; or, non-reversible, a two-speed exhaust type unit. The De Luxe 20" has the same Meier Off-set Propeller and "Rubberride" hub mount used in more expensive models.

famed for Dependability (151)



Throughout the World

MEIER ELECTRIC & MACHINE CO., INC. 3525 EAST WASHINGTON STREET - INDIANAPOLIS 7, INDIANA

Gentlemen:	Please	send me	full	details	on	Meier	fans.
Business	*********						
Address			********				
City				Stat	e	******	*************************

...for every T

Hi-Lo has an antenna for any and every area and UHF-VHF com UHF VHF . also, wrought iron TV stands that sell.

INDOOR ANTENNA

Model 202-UV \$095 Channels 2-83

VUV For UHF-VHF TV Reception ...

This is the best-performing indoor television antenna which will outperform all others . provide the clearest, finest, sharpest pictures. The most modern design and finest engineering assure you of television at its peak with nothing to adjust.

THERE'S A HI-LO TV ANTENNA FOR EVERY CHANNEL . . . EVERY AREA

Hi-LO TV STANDS Modern --- Sturdy

Your choice of a complete line of the finest wrought iron TV stands which are engineered to support the heaviest sets. Streamlined design is smarter to blend easier with all furniture. Finest rubber feet prevent marring of floors.

List Price from \$8.95 to \$17.95



TV ANTENNA CORP. 3540 N. Ravenswood Ave. . Chicago 13

CATALOG MESS THE

get EVER READY loose leaf catalog holders

Ever Ready Catalog Holders keep catalog data at correct reading angle with both hands free. They can be used on sales counters, buyer's desks and in warehouses for quick reference. Dozens of other uses.



No. 12 completely filled with ten additional sections.



Save Time • Temper • Money!

Save have the experience of searching for a catalog for a waiting customer and find it was like looking for "a needle in a hay-tack?" Most likely you were able to find the easily—at a later date—when you were hunting for another catalog. Ever Ready Catalog Holders keep every catalog theet instantly available and in place. Each section holds one inch of punched sheets. . keeps them in place... ... makes them instantly removable without disturbing the balance. ONLY \$5.65 Starts You Off—Order Additional Sections As You Need Them!

I The state of the	CI
THE CHECK PARTY OF THE PARTY OF	si
III ECCLOSIONISCO	VI R
	8
	8 b ()
No. 12 — Clerk's Side	5

ORDER TODAY!	
Geneva Mfg. Co., 420 Stevens St., Genev Gentlemen: Please ship me:	ru, 111.
No. 12 EVER READY Holder. 15 in. wide, 12½ in. deep, 5½ in. tilt. Sturdy steel, dark	Company
green baked enamel, Capacity, 12 sections, With wings and 2 sections: \$5.65 Ea,No. 24 like No. 12 but 10 in, wide and	Att. of
with capacity for 24 sections. Priced with two sections \$8.50 each.	Address
Add'I Sections, \$1.00 Ea. NOTE: Types of punching — Kalamazoo 4-post	CityState

Money Back Guarantee!

Cash in on the stepped-up demand for record players . . . with the

GREATEST SELL-UP LINE IN "VICTROLA" HISTORY!

- Complete line-from \$12.95 to \$199.95
- Exclusive sell-up features you can demonstrate
- The name with the greatest acceptance in the field

"RECORD PRICES SLASHED." There's the good news that's sending millions into stores like yours. Some are buying records for the

first time. They're looking for new instruments to buy with their savings on records!

Whatever they can afford, they're sure to find the finest buy in the "Victrola" line. So stock up now. "Take the line of least resistance"—RCA Victor. The line more people ask for. The line more people buy. And the line which means easy selling and steady profits for you the year around!

Four new models to lead off your 1955 promotions



NEW "VICTROLA" SLIDE-O-MATIC 45 ATTACHMENT. Simply slide a record into the slot, flip the bar, and it plays through any TV or radio with phono-jack. Compact black plastic cabinet. Model 6JM1. \$12.95.



NEW "VICTROLA" TWIN-SPEAKER, 3-SPEED PORTABLE. Two High Efficiency speakers! Twin stylus flipover cartridge. Single play; built-in "45" spindle. Two-tone case in green or tan. Model 6EMP1. \$39.95.



NEW "VICTROLA" 3-SPEED AUTOMATIC ATTACHMENT. Twin stylus pickup, lightweight tone arm. Plays through any TV or radio with phono-jack. Taupe brown cabinet. Model 6JS1. \$44.95. Model 6JS2. \$49.95.



NEW "VICTROLA" 3-SPIED AUTOMATIC PHONOGRAPH. Supersensitive Electro-Dynamic speaker. Twin stylus pickup, continuously variable tone control. Black plastic. Model 6ES3. \$64.95. Model 6ES4. \$69.95.

And don't forget these all-time best-sellers!



"VICTROLA" 45 AUTOMATIC ATTACH-MENT. Plays through radio or TV set. Features the only one-speed system that plays all types of recorded music. Plus Mood Music Album at 8 hit selections. Model 4512, \$19.95.



"VICTROLA" AUTOMATIC 45 PHONO-GRAPH. A truly fine phonograph with self-contained speaker. Choice of one of 3 RCA Victor record albums. Musical Enjoyment Guide included. Model 45EY2, \$39.95.



NEW ORTHOPHONIC HIGH-FIDELITY "VICTROLA" 45 PHONOGRAPH. Has 8-inch Olson-design Speaker, powerful Hi-Fidelity amplifier, wide range response. Maroon finish. Model 45HY4. \$69.95.



"VICTROLA" 45 TABLE RADIO PHO-NOGRAPH. Smallest, lowest priced RCA Victor combination! Powerful AM radio. Phonograph plays up to 14 records automatically. Maroon finish cabinet. Model 4Y511, \$69.95.



NEW ORTHOPHONIC NIGH-FIDELITY "VICTROLA" LOW-BOY PHONOGRAPH. Giant 12-inch Olson-design Speaker. Components are extra powerful, of extra quality. Model 3HS61, Mahagany finish, \$199.95.

Suggested Eastern list prices shown, subject to change without notice





FIRST IN PHONOGRAPHS . . . FIRST IN RECORDED MUSIC



Sale of new refrigerator results from



Call-back on old customer made possible by



Leads from old customer records, one reason why Grabe Electric thinks its files contain

15,000 Aces in the Hole

I N the offices of Grabe Electric, Tucson, Ariz., are 49 more file boxes like the one on the counter above.

In all, they contain 15,000 "job envelopes", each of which contains a complete history of a customers' appliance purchases, service calls, etc.

The firm has spent 25 years in building up these files and whenever sales slow down owner Bruce Hannah brings out the files to provide new leads for salesmen. Now that a slow market is an actuality, Grabe Electric has embarked on a monumental door-to-door canvassing program, calling for seven salesmen to contact, one by one, every family represented in file.

"We are extremely enthusiastic over the results of the first two months," says sales manager Frank Chipman. "Since the program is being specifically aimed at customers who have already been served by Grabe Electric Company and because the service record forms an ideal entry, we are hitting an entry-to-the-home percentage we had never anticipated."

Block by block, street by street, and zone by zone, the ambitious sales program is set on a "survey" basis. Under the plan, each of the salesmen is assigned a definite route of calls, from 10 to 20 prospects according to the number he can easily handle. The salesman simply introduces himself,

as a representative of Grabe Electric Company, and tells the housewife that he would like to inspect her refrigerator, washing machine, water heater, range, or whatever appliance is concerned, to aid the company in making up its parts inventory. Where the customer has been using the same refrigerator, for example, for 15 years, this makes a highly logical approach, when the Grabe salesman points out to her that the store is anxious to maintain a parts inventory "to match the market" and that in order to shape the inventory properly, the firm must gather its own statistics on the parts it must carry. Thus, the housewife who may anticipate difficulty with an

aged appliance at some time in the future, is willing to co-operate.

Data At Hand

Inasmuch as each of the job service records contains a copy of the original invoice, the sales contract, complete records on service calls carried out, customer's comments, etc., it isn't difficult for the Grabe salesman to spot what appliances are most likely in need of replacement. More possibilities demonstrate themselves through simple observation. From mere conversation, while looking over the old appliance, a rich source of leads can develop, according to Chipman. "Each salesman carries a clip board, and makes up an actual report on the old appliance involved," he said. "When he has completed the file, the housewife is usually making excuses for retaining the old refrigerator, etc., for so many years. This is the perfect opening wedge for suggesting replacements, and it isn't unusual for the 'survey representative' to clinch a sale on the spot."

Overcoming Inertia

In at least 50% of all instances to date, it has been found that it is sheer inertia rather than unwillingness to spend the money, for a new refrigerator, washing machine, range, etc., which has kept the family using an obsolete appliance for undue lengths of time. Where this is the case, any of Grabe Electric Company's outside salesmen have sufficient selling skill to get results. Occasionally, a homeowner will be encountered who is proud of the longevity record which a 1927 monitor-top refrigerator, for example, has delivered, and here the approach is one of emphasizing economy, the greater capacity, frozen foods compartments, etc., which would be available at the same operating cost.

able at the same operating cost.

For an example of how well this approach has worked out, a "test run" was made in February, when 18 job envelopes, representing 18 customers in a 3-block area, were handed over to a salesman. The latter called on all 18 homes, and in every instance, he was invited inside. From those 18 calls, at least seven new appliance sales have been developed to date, with promise of a 75% or 80% "score" on later call-backs.

End

Here's why you should handle the quality line of air conditioning and refrigeration

York Craftsmanship . . . we call it Yorkmanship . . . has made York products the quality standard of the industry. Now, more than ever before, it's important for you to take the quality road to air conditioning and refrigeration profits. Buyers have become more discriminating. Even if you handle a price line, you ought to have the quality leader.

Here are five of the many reasons why your business will grow with the Quality Name in Air Conditioning and Refrigeration:

- Over 70 years of leadership in developing product feature "firsts."
- World's largest storehouse of Air Conditioning and Refrigeration know-how.
- Two factories manufacturing complete lines.
- The industry's most modern research laboratory.
- An experienced distributor to help you get the most of a billion-dollar market.

Yorkmanship combined with Salesmanship has produced a powerful new program to push sales of the nation's finest line of air conditioning and refrigeration appliances. Act now. Put Yorkmanship to work for you. Get an early start by using this coupon today!

The 1955 Yorkaire Year-Round Residential Air Conditioner a beautifully engineered unit. Makes you best in the field!

Yorkaire Room Conditioners for 1955 have the features which have made York Quality famous - and more!





YORK CORPORATION, York, Pennsylvania

Please send me complete information and merchandising plans on the products checked

Yorkaire Room Conditioners Automatic Ica Cube Makers

Yorkaire Store Conditioners [Yorkaire Residential Air Conditioners

Unit Coolers York-flakice Automatic Ice Makers York Condensing Units

FIRM NAME



YORK CORPORATION

the quality name in air conditioning and refrigeration

HEADQUARTERS FOR MECHANICAL COOLING SINCE 1885

ELECTRICAL MERCHANDISING-FEBRUARY 1955

PAGE 249



ReDisCo President



CORNELIUS R. BROGAN has been named president of the Refrigeration Discount Corp. Brogan, general manager of ReDisCo since 1947, succeeds the late George W. Mason who was president and chairman of the board. George Romney, American Motors president, will become chairman of the board and Howard A. Lewis, an AMC vice president, has been named chairman of the executive committee, a new position.

Dr. Vits Dies



DR. ALBERT J. VITS, president of the Aluminum Goods Mfg. Co., Manitowoc, Wis., died on January 9. He was 84 years old. He was a doctor of dentistry and joined the family firm in 1909. For many years he directed sales, then became vice president in 1921, and finally was named president.

Parker Retires



PHILIP D. PARKER, general sales manager of General Electric's lamp division, retired January 30 under provisions of the company's pension plan. He served with the company for nearly 39 years and has been general sales manager of the lamp division at Nela Park, Cleveland, since 1947.

Setting New Sales Records...

The Magnificence of FM
at a price everyone can afford!

FM RECEIVER

FM reception — for every home, room, taste, pocketbook! The "Music Hall" offers superlative radio entertainment at a popular price. In many cities, no other radio is necessary, since fine AM alus the wonder programs are simultaneously branders. programs are simultaneously broadcast on FM-plus the wonderful high-fidelity music exclusively on FM.

- * Powerful six-tube chassis for high sensitivity and drift-free performance.
- * Exclusive coaxial tuning—outstanding stability, selectivity.
- Amazing volume. Only table radio in its price class with a big, oval, 6" speaker.
- With built-in antenna. No installation required.
- Smart paragrid styling. Fits anywhere. Available in three colors. Blends with any decor.

\$29.95 Model 610E, Ebony . . . Grained walnut or ivory, slightly higher. Prices slightly higher on the West Coast.



Write for Merchandising Details...

GRANCO PRODUCTS INC. 30-17 20TH AVE., LONG ISLAND CITY 5, N. Y.





1735 W. Diversey Pkwy., Chicago 2, III.

COLE-SEWELL Engineering Co.

DISTRIBUTOR NEWS

Emerson-New York

Announcement was recently made of the move of Emerson-New York, a division of Jefferson-Travis, Inc., from the Port Authority Building in New York to larger headquarters in the Emerson Building. The distributor will occupy four floors comprising 40,000 square feet in its new location. Street level window areas in the new building will be used to set up model window displays which the firm's dealers will be able to duplicate for their own use.

Norge

A total of forty three Norge distributor salesmen have been admitted to the Viking "200" club, top honorary society for Norge salesmen, for sales performances in the 1954 Miami Marathon conducted by the firm. The men, won seven day holidays in Miami and gold Viking rings in competition with other distributor salesmen throughout the country represented Norge distributors in 18 cities.

Raymond Rosen & Co.

Philadelphia distributors, Raymond Rosen & Co., Inc., have announced their acquisition of a 360,000 square foot plant located in Philadelphia as a site for their future headquarters. The distributors move to the plant will be completed when the present occupants have moved their present operations to another location. The newly purchased property comprises a six story plant and a number of adjoining buildings, occupying a total area of seven acres.

Audio Marketing Services

A new firm of manufacturer's representatives specializing in the sale of hi-fidelity components, Audio Marketing Services, has been formed by R. Mark Markman, with showroom and offices in Los Angeles, California.

Cannon Distributing Co.

The Cannon Distributing Company has opened a district office and warehouse in Charlotte, N. C. and the appointment of George Harper as sales manager for the territory.

M. E. Silver Corp.

At the midwinter meeting of Motorola personnel, Morris E. Silver, president, of the Rochester, N. Y., firm received the P. V. Galvin award as outstanding distributor of '54. Also a two week vacation in Honolulu.

Personnel Appointments

CBS-Columbia Distributors, Inc., New York—Milt Marcus (sales manager).

Dixie Appliance Co., Roanoke, Va.—William L. Hairston, III, (sales manager).

Graybar Electric Co., Texas—V. R. Young, (district sales manager, Dallas), C. C. Ross, (manager, Fort Worth), H. J. Frantz, (manager, Austin).

Graybar Electric Co., Richmond, Va. –W. E. James, (sales manager).

Gould-Farmer Co., Inc., Syracuse, N. Y.—Charles H. Wittenburg, (president), Earland M. Farmer, (board chairman).

Half Century Celebration



ONE OF the oldest wholesale distributors in the country, National Mill Supply, Inc., of Fort Wayne, Indiana, celebrated its 50th anniversary recently. Founded by S. A. Lehman, president, National Mill grew from a one third interest in a threshing machine to an operation which includes a dozen buildings in Fort Worth, three subsidiary manufacturing firms and a branch wholesale house in South Bend. Shown above (I. to r.) are C. W. Mills, area sales manager for Westinghouse, Harold Lehman, vice president of the firm; P. Vande Bunt, manager, Westinghouse Electric, South Bend; and S. A. Lehman, president.

NEW POSITIONS





Raytheon—Cliff Knoble, top, has been named merchandising manager for television and radio operations, and Curtis L. Peterson, bottom, appointed advertising manager.



American Kitchens – Mack Johns, above, has been named to the newly created post of sales manager of kitchens. A regional appointee is Robert L. Brintnall, named as midwest regional sales manager, and James A. Craig, Leo J. Daugherty, and Marty Gallagher will take over like posts in New York, Atlanta, and San Francisco respectively.



Hoover-Charles R. McLean, above, has been named manager of the special products division of the company.



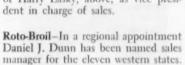
Norge-Hal J. Biddle has been named to the newly created post of sales manager for automatic clothes dry-



Arvin—Paul W. Tanner, above, has been named director of sales for the radio and TV division of Arvin Industries, Inc.

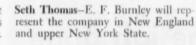


Pennsylvania Range Boiler—Announcement has been made of the election of Harry Lasky, above, as vice president in charge of sales.





Preway, Inc.—Harvey T. Anderson has been appointed sales manager, and John T. Grill named to succeed him as sales promotional manager.





Magic Chef-Kenneth O. Dupree has been appointed general sales manager succeeding Mare W. Pender.

Frigidaire—F. W. Hartigan has been named manager of the St. Louis sales branch, and H. M. Cline, manager in the Minneapolis Twin Cities branch.

Hamilton—Stephen F. Martin has been appointed regional manager for home appliance sales in the metropolitan New York area.

Motorola—James E. Madden has been named regional manager for the greater portion of Texas and sections of two other adjacent states.



Admiral—Jack Tenney, above, has been named as sales manager of the corporation's refrigeration division.

Apex—Regional appointments include Robertson H. Short as district manager in the downtown Philadelphia area: Edward B. Kate, Jr., as division manager in the St. Louis area, and Dale Schoonover in Kansas City.

Carrier-Bruce C. Smith has been named manager of the corporation's Kansas City branch office.

Thor-Roger C. Flinn has been promoted to zone sales manager in the Memphis, Tennesce area.





Du Mont Labs—William H. Kelley, top, has been elected vice president and general manager of all manufacturing and sales divisions, and William C. Scales, bottom, named as manager of the receiver sales division.



General Electric—Willard H. Sahloff, above, has been elected a vice president of the company. Sahloff will continue in his post as general manager of the company's small appliance division. Other recent executive appointments include W. H. Dennler, general manager for electric housewares; R. O. Fickes, general manager, blankets and fans; R. A. Orr, general manager, vacuum cleaners; and A. F. Fisher, general manager, clocks and timers. R. T. Woodward will retain the post of manager of marketing in the clock and timer department, and J. F. Stark, D. T. Meskill and J. C. Hunt become marketing managers for electric housewares, blankets and fans, and vacuum cleaners, in that order.

Whirlpool-Fred C. Stevenson has been appointed regional sales manager for the corporation in the St. Louis area.

Emerson—Stanton Ruby has been appointed district manager for North and South Carolina and 68 counties in Virginia.



In Chicago, it takes 2— to get the job done

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,
LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA
HAL WINTER CO., MIAMI BEACH



Dormeyer – R. J. Malcomson, Jr., above, is sales manager of the newly formed power tool division.



Regal—Samuel Olchak, above, has been appointed as general sales manager for the company.



Stromberg-Carlson-Clifford J. Hunt, formerly general manager, has been named as vice president, radio-television division.



Brown Stove Works—Announcement has been made of the appointment of Robert E. Mercer, above, as sales manager for the company.



Westinghouse—Kimball A. Reyher has been appointed radio merchandise manager of the TV-radio division. William W. Bowen is the newly appointed assistant to the division sales manager.



Hallicrafters—Raymond W. Durst, above, has been elected president, and William J. Halligan, president, named to the newly created post of chairman of the board.

Manufacturer Briefs

• Speed Queen plants at Ripon, Wis., and Algonquin, Ill., have been honored in a nation-wide safety award program by their compensation insurance carrier. Accident frequency rates at the plants were less than half of the average for the industry, the company said.

 Gray & Dudley Co. of Nashville has announced it will expand production of its Martha Washington line of built-in ranges and cooking tops and discontinue production of units under the Plymouth brand.

New RETMA Guide

A new booklet, to implement its program for upgrading service technicians, has just been released by the Radio-Electronics-Television Manufacturers Association.

"The first and most important step toward establishing a radio-TV training and upgrading course for service technicians is the organization of a (local) industry advisory committee," according to the new publication. The booklet is entitled "Organiza-

The booklet is entitled "Organization, Function and Operation of Industry Advisory Groups" and is available from RETMA headquarters, 777 14th St. N W, Washington 5, D. C.

Western Signing



SALES MANAGER Paul Bryant, of Hoffman Distributors, signs franchise giving his firm distributorship of Mitchell air conditioners in Los Angeles, Cal. Looking on are (standing I. to r.) Bernard A. Mitchell, president of Mitchell Manufacturing; Jack Herbst, branch manager of Hoffman Distributors, and (seated right) E. A. Tracey, executive vice president of Mitchell.

DISTRIBUTORS APPOINTED

Admiral-Fay-San Distributors, Inc., Rochester, N. Y.; Admiral Distributors, Inc., Spokane, Wash.

Amana-A. Y. McDonald, Joplin, Mo.

Apex-Cole Distributors Corp., Cleveland, Ohio.

Arvin-Gem Electronics, Hicksville, N. Y.; Davis Radio Distributors, Mt. Vernon, N. Y.; Southwest Wholesale Furniture and Appliance Co., Fort Worth, Tex.

Berko-South West Sales Co., Phoenix, Arizona; S. C. Stockdale Co., Atlanta, Ga.

CBS-Columbia—Ludwig Hommel Co., Pittsburgh, Pa.

Chrysler – McGranahan Distributing Co., Toledo, Ohio.

Deepfreeze—Southern Minnesota Supply Co., Mankota, Minn.; Edwards, Inc., Salt Lake City, Utah.

Deering-Home Products, Inc., Cincinnati, Ohio.

Espey-Bruno-New York, New York, N. Y.; All State Distributing, Newark, N. J.; Capitol Distributing Inc., Harrisburg, Pa.; Gimbel Brothers, Baltimore, Washington and Virginia; Minsky Bros. & Co., Pittsburgh, Pa.; Modern Disc-Tributors, West Virginia; Triangle Industries Corp., Chicago, Ill.; Lincoln Electronic Supply, Boston, Mass.; Regent Electronics, Springfield, Hartford, Ct., and Worcester, Mass.; Brice Distributing Co., Kansas City, Mo.; Jordon Marsh Co., Boston, Mass.; Gimbels Department Store, New York, N. Y.

Fedders-Quigan — Elliot-Lewis Corp., Philadelphia, Pa.

Gibson-Republic Electric Co., South Bend, Ind.

International Harvester — Beetem & Brody, Inc., Philadelphia, Pa.

Kelvinator – Southern Wholesalers, Inc., Washington, D. C.

Mitchell — Philadelphia Distributors, Philadelphia, Pa.

Norge-Thompson & Hamilton, Columbus, Ohio

Preway—Burford Distributing Co., St. Petersburg, Fla.; Baird Hardware, Gainesville, Fla.; Superior Sales Co., Sacramento, Cal.; Electrical Suppliers Inc., Fresno, Cal.; California Kitchens, Inc., Burbank, Cal.; Triangle Industries, Inc., Chicago, Ill.

Republic Kitchens – Herco Pipe & Supply Co., South Gate, Cal.

Servel-Hart Distributing Co., Louisville, Ky.; Jetco Distributors, Lexington, Ky.

Sessions-Joseph Milhender Co., Boston, Mass.

Signal-Raymond Rosen Co., Philadelphia, Pa.

Sutton-Kearns, Inc., Atlantic City, N. J.

Webcor-American Distributing Co., New Haven, Conn.; Nelson & Small, Inc., Portland, Me.

Whirlpool-Leo Maxwell Co., Oklahoma City, Okla.; M. E. Silver Corp., Rochester, N. Y.

Sell your dehumidifiers with the

NEW HONEYWELL DEHUMIDIFIER CONTROL

Extra profit on every sale



Dehumidifier plugs in here

The new Honeywell Dehumidifier Control makes any electric dehumidifier a more satisfying appliance by making it *fully* automatic.

With this new control, customers can't forget to turn the dehumidifier on and off. It's done for them—automatically, scientifically. Which means they'll get better dehumidification with no trouble.

Your customer can just plug it in, set and forget it.

Humidity is held at the proper level, the dehumidifier takes less current—and lasts longer.

The new Honeywell Dehumidifier Control gives you extra profit on every dehumidifier sale without additional sales cost.

For full information call your local Honeywell office or write Honeywell, Dept. EM-2-12, Minneapolis 8, Minn.

Honeywell



First in Controls

112 OFFICES ACROSS THE NATION



APPLIANCE PROTECTION

Water-repellent, thickly padded canvas jackets absorb shock—flannel lining protects finish.

PROPERTY PROTECTION

Slingabout pads protect woodwork in narrow doorways and halls from bumps and jars.

EMPLOYEE PROTECTION

The sling affords secure handholds for lifting appliance easily and safely.

Ask about Wrapabouts for Radio, TV, HiFi and Air Conditioners.

Send	Slingabo	of prices for:	
APPL	ANCE		
MAH			
NAN	£		





Illustrated is the Deluxe Model 95, 21" cut Trimmer Type with 2 H.P. 4 cycle Briggs & Stratton engine and Recoil Starter. Ball bearing wheels, steel housing, mulching type tool steel blade. List price, complete with mulcher.

\$9850 (incl. F.E.T.)

MIDWEST MOWER CORPORATION



Leveling TV Production

CONTINUED FROM PAGE 103-

a civil division no larger than a county, but more often comprises just a few blocks of a town or city. From these a sample of 427 was selected in such a manner as to assure representativeness and yet to leave the final selection of any one unit to the laws of probability. Only probability samples selected in this manner are projectable to the total with statistically measurable precision.

The interviewers who carry out the assignment of reporting the movement of the product at the retail level take a complete census of all retail outlets carrying these products within the enumeration district. They literally visit every retailer who handles the product under study (regardless of what type of outlet it is—appliance store, furniture store, hardware store, department store, repair shop, etc.). This is the essence of a product audit which differentiates it from a type-of-store audit. This outlet enumeration forms a sample universe from which the stores are selected which will participate in the continuing audit. An actual inventory count is taken of all radio and television sets in stock by type of set and size of screen.

As currently operating, the inventory audit is repeated once a month together with an audit of retailer purchases during the month. The results are projected to provide the hitherto missing piece in the puzzle—the retail data for the United States as a whole. The same sampling and interviewing techniques can naturally be applied to other appliances—refrigerators, ranges, air conditioners, irons, mixers, etc. Although the Audits and Surveys Co. could also easily obtain brand information by this method, RETMA did not request Dutka and Williams to compile it as to do so would have been contrary to the policies of the association.

No More Lags

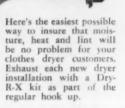
Since the data can be reported within two or three weeks after each audit, the three or four month time lag which is normal in other industries is no longer the twilight zone in the television industry. The whole complex process of revising production schedules gets underway with a minimum of waste and confusion.

Thus, regularly, systematically and scientifically the industry is now gathering information on dealer purchases, sales, and inventories of radio and television sets. By the 25th of each month, members of the association receive a 50 page booklet with detailed statistics on the industry movement of the prior month.

While many other industries have continued to operate in the same hap-hazard manner as in the past, the television industry has continually closed the gap between the high production months and the low production months. Every businessman who will appreciate this in terms of lower costs and a more stable and profitable operation.



VENT CLOTHES DRYERS
the Dry-R-X Flexible way



The Dry-R-X kit now contains 6 or 9 ft. of the new, easy-to-use Flexible Duct—no cutting, no elbows—just attach to dryer and hood. The hood is all aluminum with an automatic, completely weather proof damper. Also available with rigid aluminum pipe and elbows.

For details ask your dryer distributor or write us, stating make of dryer you sell.

DRY-R-X COMPANY

5521 CODE AVE. . MINNEAPOLIS 10, MINN.

FOR THE DEALER...THE DISTRIBUTOR...THE MANUFACTURER

The **GIMMICK**That **MOVES**The **GOODS**



DINNERWARE

by the STETSON CHINA CO

TESTED - PROVEN - PROFITABLE

The positive tie-in that is the biggest promoter of appliance sales in America today!

Promotionally Priced for

GIVE-AWAY or SELF LIQUIDATION
Custom-made to your specifications . . . or original Exclusive
designs from our huge stocks.

FREE MAT ADS and Promotional Aids!

LET US PLAN A PROMOTIONAL PROGRAM FOR YOU!

Write Today for Catalog Sheets and Complete Details

tetson China Co., LINCOLM, ILL.
America's Largest and Most Modern Dionorwave Manufacturer

Color Makes Its Bow



STEAM IRON with handle in color is shown to Casco sales force by appliance sales manager Harry Davis during meeting in New York in late December. Iron is available in blue green and gold, crimson and gold, and gray and gold, each at \$19.95, or in ebony at \$18.95. Casco says it is the first time color has been applied to electric housewares using heat

G-E Clock Merger

General Electric has merged operations of its Telechron and G-E clock division, according to W. H. Sahloff, general manager of the small appliance division.

A. F. Fisher is general manager of the new Clock and Timer Department with headquarters in Ashland, Mass. Evenutally clocks will show both General Electric and Telechron brand names on the dial, the company said.

Shift At Thor

A financial group headed by Arnold Maremont, president of the Maremont Automotive Products, Inc., has obtained a controlling stock interest in

the Thor Corporation.

President Henry C. Buckingham hailed the investment as "an expression of confidence in the continued operation" of the company. He said the move "has dispelled all the rumors concerning our future. It has proved that Thor is in business to stay."

Permaglas Year

The Permaglas division of the A. O. Smith Corp. reported that sales of glass-lined domestic water heaters in 1954 ran 25 percent above shipments the previous year. General sales manager S. E. Wolkenheim said an optimistic 1955 was in view and sales are expected to climb at least another 10 percent in the coming year.

PEOPLE

Named President



JULES W. LEDERER, former sales director and vice president of the National Presto Industries, Eau Claire, Wis., has been named president of the Autopoint Co., a division of Cory Corp. The company manufactures automatic pencils, pens, plastic products, advertising specialties and office equipment.

Founder Chairman

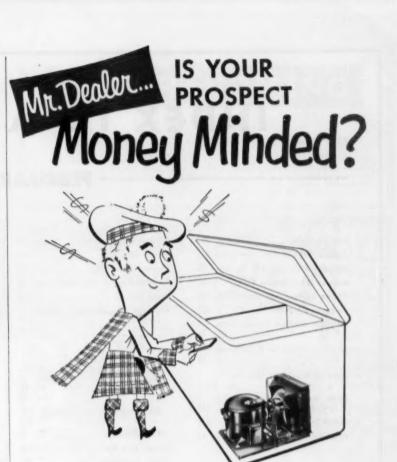
Alexander E. Duncan has been named "founder chairman" of the Commerical Credit Co. following his request to retire from the post of chairman of the board.

Newell Dies

Herman W. Newell, 57, died December 19 in New York. He was president of Lennen & Newell advertising agency and prior to entering advertising in 1935 he was vice presi-dent in charge of sales of the Frigid-aire Corp. of Dayton, O.

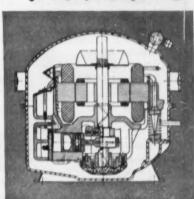
J. J. Downs Dies

John J. Downs, for 31 years the general sales manager of the Clements Mfg. Co., passed away in Chicago on December 18. Well known in the industry, he served as a director of the Vacuum Cleaner Mfg. Assn.



. . . then tell him about the THRIFTY HERMETICS

- Your prospect doesn't have to be a "Scotchman" to recognize the plus values he gets in a freezer unit equipped with a Tecumseh Hermetic.
- Facts like these: lower price, better performance, greater capacity and lasting dependability with lower operating cost, will convince the most "hard to sell" prospect.
- And you, as a dealer, can't go wrong when you know that 73% of all freezers sold are equipped with Tecumseh Hermetics...your assurance that they are overwhelmingly approved by the freezer industry.
- Why don't you get all the facts about the popular line of Tecumseh Hermetics and make your selling job easier.



REMEMBER THERE ARE OVER 21 MILLION TECUMSEH UNITS IN USE TODAY!

Send for this free booklet today, It tells all about the Tecumseh Hermetics. Write Dept. M-2.



TECUMSEH PRODUCTS

P. O. BOX 2280, 24530 Michigan Ave. W. DEARBORN, MICH.

INDEX TO ADVERTISERS

FEBRUARY, 1955 -

44-1-1-0
Admiral Corp 245
Admiral Radio & Television Corp. 235
Advertising Council, The 64
Airtemp Div., Chrysler Corp 152
Amana Refrigeration Inc134, 135
American Air Filter Co., Inc 221
American Kitchens Div Avco Mfg. Corp
American Telephone & Telegraph
Со 36
Apex Electrical Mfg. Co., The 2nd Cover
Arvin Industries, Inc., Radio & Television Div
Armco Steel Corporation 218
Atlas Tool & Mfg. Co
Allos Tool & Mig. Co
Ben-Hur Mfg. Co70, 71
Berns Mfg. Co 128
Better Farming
Blackstone Corp 76
CBS-Columbia Div. Columbia Broadcasting System 10
Caloric Appliance Corp48, 49
Camfield Mfg. Co 225
Carrier Corp
Chelsea Fan & Blower Co., Inc 213
Chicago Sun-Times
Chicago Electric Div. Silex Co. 214, 215
Chicago Tribune146, 147
Cole-Sewell Engineering Co 252
Comfort Lines Inc
Commercial Credit Corp 77
Cornish Wire Co., Inc 240
College State Co
Dearborn Stove Co
Deepfreeze Appliance Div., Mo- tors Products Corp56, 57
Deering Air Conditioning Co 51
Dexter Div. Philco Corp
Diehl Mfg. Co
Driver-Harris Co 26
Dry-R-X Co
Duo-There Div. Motor Wheel Corp
Electrical Merchandising 174, 175
Emerson Electric Mfg. Co., The 55
Emerson Radio & Phonograph
Co
Family Circle22-25
Fasco Industries, Inc 208

Fedders Quigan Corp 34, 35
Finders Mfg. Co 141
Florence Stove Co 72
Fresh'nd-Aire Co., Div. Cory Corp. 4
Frigid Inc
Frigidaire Div. General Motors Corp
General Electric Co. Major Appliance Div. 204, 205, 233 Motors Div
Small Appliance Div 17-20, 138, 139, 219
Tube Dept
Geneva Mfg. Co 246
Gibson Refrigerator Co 161
Grainger Co., W. W 169
Grance Products, Inc
Graybar Electric Co., Inc 47
Hamilton Mfg. Co165-167
Hi-Lo TV Antenna Corp 246
Hoover Co., The 7
Hotpoint Co
Hunter Fan & Ventilating Co 228
International Harvester Co170, 171 Ironrite, Inc
J. F. D. Mfg. Co
Kasson Die & Motor Corp 259 Kelvinator, Div. of Nash-Kelvinator Corp
Ladies Home Journal
Landers, Frary & Clark30-32
Lau Blower Co., The 27
Lewyt Corp., Vacuum Cleaner Div. 105
Leisurehouse
Lockley Machine Co., Wastemas- ter Div
Lonergan Mfg. Div., McGraw Electric Co
Lovell Mfg. Co3rd Cover
Magic Chef, Inc
Magnavox Co., The
McGraw Electric Co, Manning
Bowman Div 185

McGraw Electric Co., Toastmaster Products Div126, 127		
Meier Electric & Machine Co Inc. 246		
Merchandising Supplement 259		
Midwest Mower Corp 256		
Minneapolis-Honeywell Regulator Co		
Motorola Inc		
201		
National Cash Register Company 54		
Nesco, Inc 203		
Norge Div., Borg-Warner Corp113- 124		
Oster Mfg. Co., John 220		
Packard Electric Div. General		
Motors Corp 237		
Paragon Electric Co		
Perfection Stove Company 206 Phillips & Buttorff Co		
Phillips & Buttorff Co		
Porter Corp., The J. E		
Proctor Electric Co., Proctor Equipment Div. 43		
Quaker Mfg. Co		
Radio Corp. of America R.C.A. Victor Div		
Ray-O-Vac Co 109		
Raytheon Mfg. Co		
Reed Unit-Fans, Inc177-180		
Remington Corp., Air-Condition- ing Div		
Research Products Corp 256		
Revere Camera Co		
Robbins & Myers, Inc		
Rohn Mfg. Co		
Saturday Evening Post, The198, 199		
Searchlight Section		
Self-Lifting Piano Truck Co 259		
Servel Inc		
Siegler Heater Corp		
Signal Electric Div. King-Seely Corp		
Speed Queen Corp 188		
SpeedWay Mfg. Co. Div. Thor Power Tool Co		
Spencer Thermostat Div., Metals & Controls		
State Stove & Mfg. Co 242		
Stetson China Co 256		

Stromberg-Carlson Co
Successful Farming
Sutton Corp., The O. A186, 187
Sylvania Electric Products, Inc 66, 67
Sylvania Electric Products, Inc.
Radio & Television Div182, 183
Tecumseh Products Co 257
Tide150, 151
Toledo Desk & Fixture Corp 216
Toy Mfrs. of U. S. A. Inc 226
Trio Mfg. Co
Tung-Sol Electric Inc 224
United States Steel Corp 15
Viking Air Conditioning Corp 125
Waring Products Corp 145
Webb Manufacturing Co 255
Webster-Chicago Corp162, 163
Welch Co., W. W 140
West Bend Aluminum Co 6
Westinghouse Electric Corp. Appliance Div
Whirlpool Corp44, 45, 132
White Products Corp 12
Wiegand Company, Edwin L. 106, 107
Woman's Friend Washers 148
Yeats Appliance Dolly Sales Co. 226 York Corp
Zenith Radio Corp37-42
100
. 10%
7
SEARCHLIGHT SECTION (Classified Advertising) H. E. Hilty, Mgr.
EMPLOYMENT
Positions Vacant
BUSINESS OPPORTUNITIES 259
EQUIPMENT (Used or Surplus New) For Sale
This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

SEARCHLIGHT SECTION

MPLOYMENT

"OPPORTUNITIES"

MERCHANDISE BUSINESS

RATES: UNDISPLAYED

\$1.56 a line, minimum 3 lines, To figure advance payment, count 5 average words as a line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions. sovance for a consecutive insertions.

POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.

BOX NUMBERS—Count as 1 line.

SALES MANAGER

By well-established, growing appliance manufacturer, with national distribution through hardware, electrical distributors. Requires young, aggressive, active sales manager now active in, and with a thorough knowledge of this field. Age: 35-45. Able to formulate sales and promotion plans, personally sell. hold sales meetings. Will spend approximately 25% of time with field salesmen. Salary and bonus. Excellent future assured. Location Western N. Y. Submit complete resume. Reply strictly confidential.

WANTED

P-5089, Electrical Merchandising 330 W. 42 St., New York 36, N. Y.

WANTED

NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

By wall established, medium size, independent manufacturer of electro mechanical devices.

Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new product to make and market.

Basis outright sale or royalty.

BO-1859 ELECTRICAL MERCHANDISING 330 W. 42 St., New York 36, M. Y.

ELECTRIC & GAS REFRIGERATORS

akes

All Sizes

Guaranteed

Send For Current Listings
CLOSEDUTS WANTED & NEW OR USED
ARKEN REFRIGERATOR EXCHANGE CORP.
15 W. 44th St., N. Y. 36, N. Y. MU-7-7783

WANTED QUALITY TV SETS

Door models, combinations, close outs, overstocks—original cartons—

C65h.
 W-4992, Electrical Merchandising
 520 N. Michigan Ave., Chicago 11, Ill.

REPLIES (Box No.): Address to office nearest you NEW YORK: 330 W. 12nd St. (36) CHICAGO: 520 N. Michigan Ave. (11) SAN FRANCISCO: 68 Post St. (4)

POSITION VACANT

ELECTRICAL APPLIANCE repair parts salesmen. Profitable sideline for men who call on appliance stores and electrical con-tractors. Jandorf Electric, 3602 Woodland Avo., Baltimore 15, Md.

SELLING OPPORTUNITIES OFFERED

AGGRESSIVE REPRESENTATIVE wanted by nationally known manufacturer of a complete line of Fluorescent and slimline fix-tures, including new type Plexi-glass bottom units. Deliveries prompt, and competitively priced, territories open in New England, New York, Pennsylvania, Illinois, Michigan, Texas, Florida, Louisiana, etc. RW-5288, Electrical Merchandising.

REPRESENTATIVES WANTED new U.L. and C.S.A. approved heating and cooling electric appliances. Wide acceptance. Priceright. Many potential users. Liberal commission. Advise territory covered, lines handled etc. Activeaire Devices, Inc., 195 E. 16 St. N.Y.C.

SELLING OPPORTUNITY WANTED

MANUFACTURERS REP. covering Fla., Ga., Ala., desires major appliances selling through jobbers and distributors, RA-4782, Electrical Merchandising.

WANTED

ANYTHING within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose in-terest is assured because this is the business paper they read.

DISTRICT SALES MANAGERS

Capitol Kitchens, a division of this firm, founded 36 years ago, seeks competent district representatives for the acle of a newly designed and finest quality line of steel kitchen cabinets to Wholescle Distributors and Building Supply firms. Must be qualified with kitchen cabinet background including sales, distributor and design. Drafting, engineering or technical background highly desirable. Men selected will establish and franchise Distributors, train them, and follow through on an intensive nationally advertised program. Drawing account and incentive earnings plan assures substantial income to producers. Several territories open. Full details please in first letter. All replies confidential.

CAPITOL KITCHENS

Division of Hubeny Brothers, Inc. ROSELLE, NEW JERSEY



#30 ELECTROLUX REBUILT SWITCHES

Sold outright or exchanged Write for particulars Rebuilt by

CENTRAL VAC. CL. CO.

VACUUM CLEANER MOTORS REBUILT

Your burnt out tank vacuum cleaner motors com-pletely rebuilt guaranteed one year. Your cost \$5.50 Uprite motor \$7.50 Rebuilt vacuum cleaners in stock DEALERS' VACUUM CLEANER CO. 140 Nostrand Ave. Brooklyn 5, N. Y.

USED REFRIGERATORS

Get on our mailing list.
NEW OR USED CLOSEOUTS WANTED AJAX FURNITURE OUTLET, Inc. 1000 Rocksway Ave. Brooklyn 12, N. Y.

MERCHANDISING

SUPPLEMENT

Products, Services - For More Sales, For More Profits

UNDISPLAYED RATE:

\$2.25 per line per insertion, Minimum 3 lines. (First line in small black face type.) Fractions of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

DISPLAYED RATE:

\$21.50 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically %" on one column. There are 4 columns—48 inches to a page.)

Modern Appliance Displays Need LIGHTED MOTION!



THE OLDEST NAME in turntebles assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only, Sturdy steel construction, Guaranteed. Write today for complete turntable catalog including build-up fixtures!



KASSON DIE & MOTOR CORP.

Many Dependable Buys are to be found in this Section



TV Service Table



Table places set at preper height for servicing, Large 3" easters means steady, unruffled ride! Excellent for use in hospitals, institutions, service organizations, etc. Dezens of uses—sell them in your community!

on Your Authorized Rohn

ROHN MANUFACTURING CO.



A copy of this quick-reading, 8-page booklet is yours for the asking. It contains many facts on the benefits derived from your business paper and tips on how to read more profitably. Write for the "WHY and HOW booklet."

McGraw-Hill Publishing Company, Room 2710, 330 West 42nd St., New York 36, N. Y.

We've Got To Sell Kitchens

If there was one thing obvious at the Chicago furniture and appliance markets, it was the fact that a new day is dawning in this business. Manufacturers are out to create obsolescence with a vengeance and they are using two potent weapons—built-ins and color. The emphasis has been shifted from individual appliances to integrated kitchens. Because there is a definite tie-in between the concept of a kitchen as a living area, susceptible to the decorator's art, and the rush to incorporate both color and built-in appliances to achieve that goal.

Display after display in both the major marts bore evidence that the day of the electrical appliance as "furniture" had passed its peak and that the appliance of the future—ranges, refrigerators, freezers, home laundry equipment, dishwashers and garbage disposers—would be not only built in, but would be made available in a wide variety of decorator's colors.

All of which poses some problems for the appliance distributing trades which will require exhaustive investigation, honest appraisal and a thorough-going re-examination of present policies. Dismissing these important new trends as being of minor consequence, or as fads doomed to fade out of the picture in the near future, may be dangerous under-estimation of the situation—the kind of head-in-the-sand wishful thinking of the dealer who has as yet to face up to the fact that we are in a business that rarely remains static; that change and evolution are the order of the day.

This whole problem of the evolution of the American kitchen will be dealt with at considerable length in the March issue of this magazine, but the impact of the problem as it affects all elements of the industry was brought into such sharp focus at the Chicago markets, it requires immediate comment at this time.

Briefly, the trend that started only a few short years ago to make kitchens a more liveable home area, was given its first impetus by architects who found their efforts circumscribed by the limitations of free-standing appliances of clinical whiteness. Their efforts were first directed to wall and floor coverings, dining areas, draperies and general arrangement changes aimed at a departure from the small, step-saving, "efficiency" kitchen, which the industry had so proudly developed. Women's magazines took up the fight and, in countless millions of gorgeous four-color impressions, showed the American housewife the kind of kitchen she had dreamed about. Thousands of home-builders got into the act, and with construction averaging well over one million units annually, the new concept of kitchens began to achieve wide public acceptance. In other words, what started as a custom-built innovation in relatively few higher-priced new homes, has already achieved a measure of standardization and acceptance for budget-priced homes. Nor are present home-owners unaware of the trend; kitchen remodelling will include both built-in equipment and generous use of color.

There's the nub of the whole problem. Manufacturers are producing both built-ins and color, not because they think they have a handy sales gimmick, but because the public wants them. The public wants them and, as a NARDA convention speaker put it, the public is going to get them. The only thing we have to worry about is where they are going to get them. Sure, they are used to buying their appliances from dealers, despite the inroads made by builders, discounters and other non-industry elements. But suppose we close our collective eyes to this important industry trend? Suppose we say that we are in the business of selling appliances rather than kitchen installations? The answer is plain: we will forfeit the business. Because kitchens mean the installation of multiple appliances, usually at full list and at a substantial profit. Somebody is going to get that business and, to date, it is the builders and contractors who have been getting it. It may mean that we are going to have to hire plumbers and carpenters and electricians, or at least have some working arrangement with them. But the mere fact that an installation problem existed in the sale of ranges, water heaters, automatic washers, dishwashers, and garbage disposal units never deterred us from selling and installing them. Kitchens present no more than a reasonable extension of this problem.

But unless we face it—and soon—we are not only going to lose the sale of those built-in appliances and cabinets that represent the new and coming trend, but are going to lose our necessary identity as the prime movers of goods in this business.

Just remember that, in these days of the discounter, kitchen business is less subject to price-cutting than any individual appliance; that kitchen business usually involves the sale of a number of appliances, including the dishwasher and garbage disposer; that kitchen business is relatively free from trade-in allowances; that kitchen business is easily financed through home modernization loans and open-end mortgages; that kitchen business puts you in a position to get some of the small builder business; that kitchen business carries better margins than you have been making on individual appliance sales; and, finally, that kitchen business does not require an enormous investment in capital and inventory and manpower to get into.

Manufacturers of built-ins have tended to discount the role the specialty dealer will play in this new business. It's time we showed them that we are the professionals. . . .

Laurence avery -

Short course in female psychology

sells the 4 out of 10 who buy wringer washers

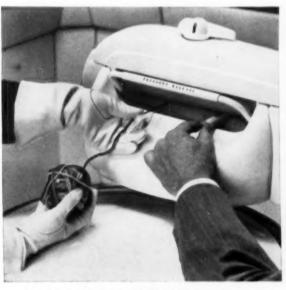
WOMEN ARE SKEPTICS. They ask, "Does this bus go to Glendale?" when the bus is plainly marked "Glendale". Even the ones who don't live in Missouri want to be shown. That's why it's easier to sell wringer washers when you display and demonstrate them. 4 out of 10 women prefer wringer washers because they cost less to buy or use, or because they handle bigger loads, or because they wash cleaner. Don't forget this bread and butter business! Get their attention by displaying a full line of wringer washers. And then turn their interest into sales by demonstrating the exclusive features of Lovell wringers.





WOMEN ARE NATURALLY TIMID.

When the house creaks on a windy night, they're sure it's a burglar. Cash in on their caution. Demonstrate Lovell automatic safety. Show how a light, instinctive pull on the clothes will release the roll pressure instantly on Lovell's new "62" Instinctive wringer or stop the rolls on the Lovell "77". On standard Lovell models, a feather touch on the release bar is all it takes to release the rolls.



WOMEN ARE MYSOPHOBIACS (dirt

haters). They spend much of their lives waging war against it. Show them how Lovell's balanced pressure really gets dirt out of clothes. Run a clothespin and a piece of string through a Lovell wringer side by side. The rolls grip the string firmly. Here's proof of Lovell's balanced pressure cleansing action that squeezes out dirt normally remaining in the clothes.



WOMEN NEVER HAVE ENOUGH TIME.

They'll try to cram a shopping trip, a bridge game and a P.T. A. meeting into one day along with regular household chores. Show them how to save time. Demonstrate Lovell automatic indexing. No fumbling for a lock lever with Lovell Instinctive wringers. A quick push or pull swings them to the next operating position. And remind your customer that she can get her wash done quickest with a wringer washer and automatic dryer.



PRESSURE CLEANSING WRINGER

LOVELL MANUFACTURING CO., ERIE, PA.

Also makers of Lovell gas and electric drying systems

A Sight to Delight a Salesman!

New 1955 Kelvinators

HUGE 100 LB. FREEZER BELOW

2 GIANT 80 LB. FREEZER ON TOP





2 "Hit" Models from a Great New Line-with more of the stuff sales are made of!

- 12 cubic feet food storage.
- 100 lb. capacity true home freezer with zero-cold, fast freezing shelf, roll-out basket, trays for juices and three 18-cube ice trays.
- Automatic Defrosting of fresh food compartment.
 Humidiplate refreshes as it refrigerates. Dial selection of temperature and moisture.
- Roll-Out Shelf-slide-out Handitray-Twin Porcelain "Moisture-Seal" Crispers.
- Butter and Cheese Chests and 5 shelves in door.

..all this and
8 new colors without
added inventory cost for color!

- 12 cubic feet food storage.
- 80 lb. capacity frozen food chest with Kelvinator's exclusive wrapped-in-cold design: all 5 freezer walls refrigerated.
- "Magic Cycle*" Automatic Defrosting... Kelvinator's great exclusive! No heating coils. Absolutely no thawing during defrosting. Temperatures stay far below freezing, always.
- Roll-Out Dairy Shelf. Handy Half-Shelf. All shelves aluminum with gleaming gold fronts. Twin "Moisture-Seal" Crispers.
- Butter and Cheese Chests and 5 shelves in door.

Yes, every way Kelvinator puts Kelvinator dealers and their salesmen out in front with all-new refrigerators for 1955, a brilliantly designed and sales-inspired line. Every model has new beauty, larger capacity, greater convenience, more frozen food storage. In addition to features that are easy to demonstrate and superiorities easy for your salesmen to sell, Kelvinator brings you a full range of 8 new decorator colors that sell themselves. And in Kelvinator you show and sell color without extra inventory investment!

Kelvinator

THE MOST VALUABLE FRANCHISE
IN THE APPLIANCE INDUSTRY